

1/34

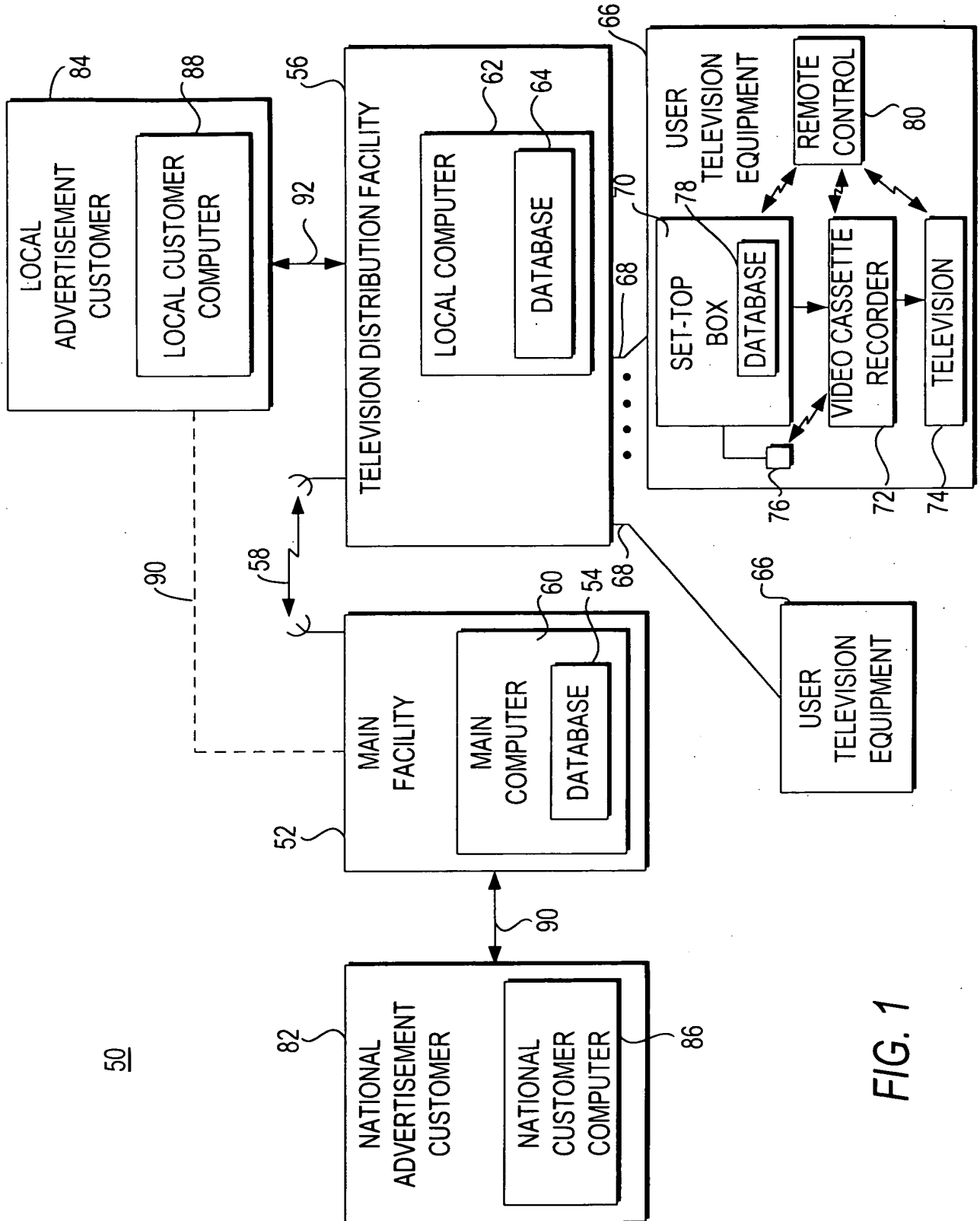
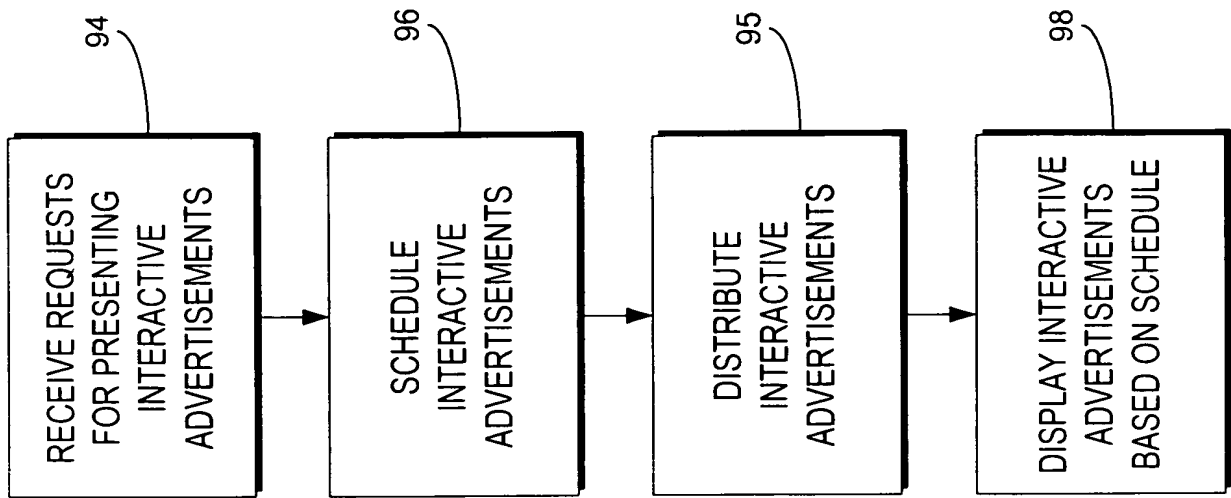


FIG. 1

2/34

FIG. 2



4/34

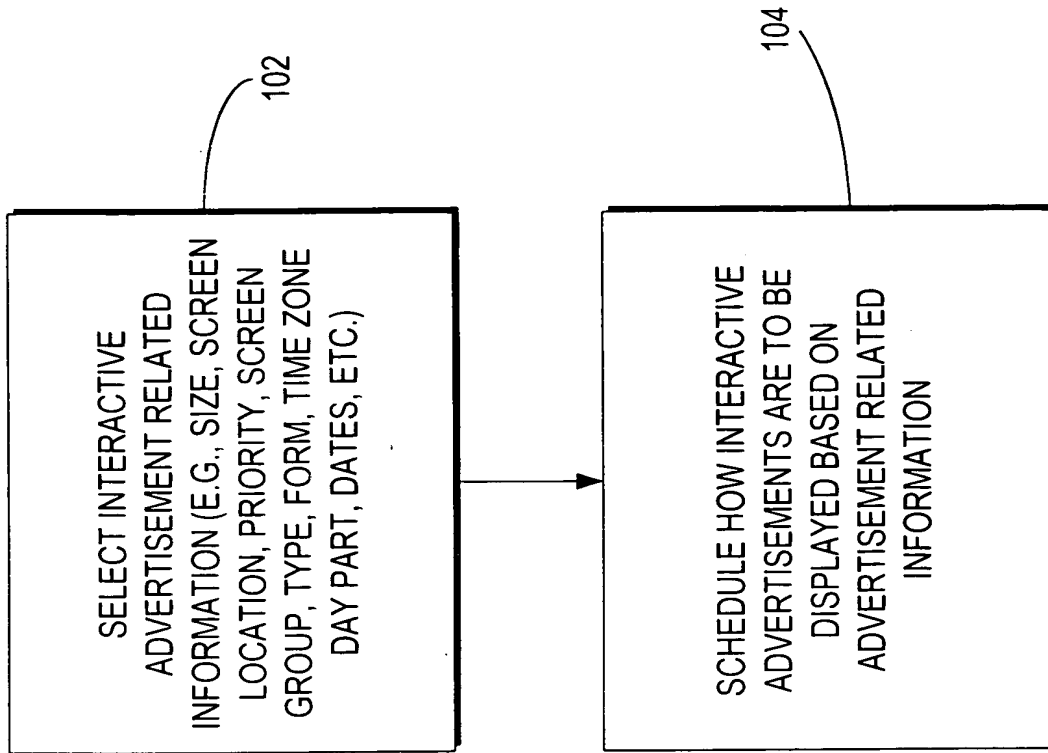


FIG. 4

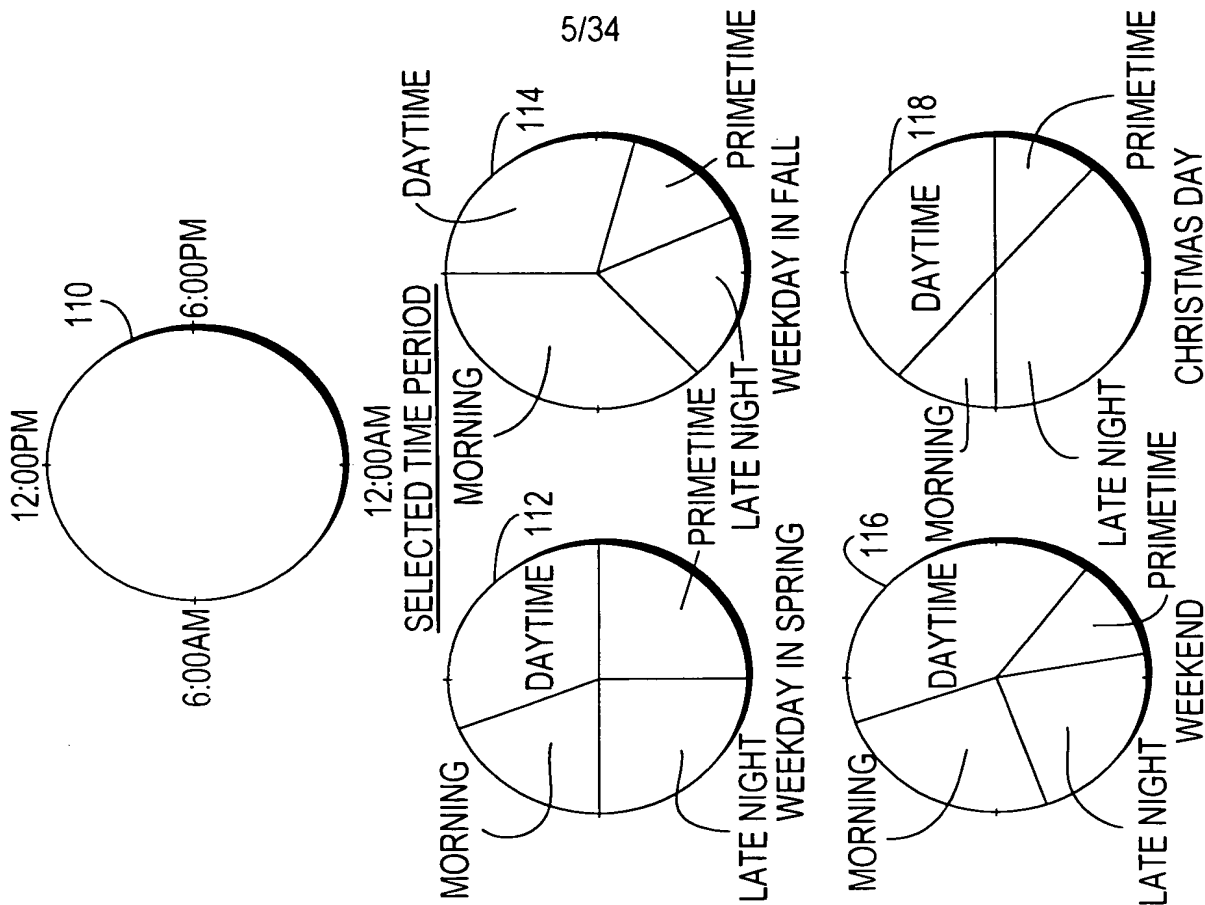


FIG. 5b

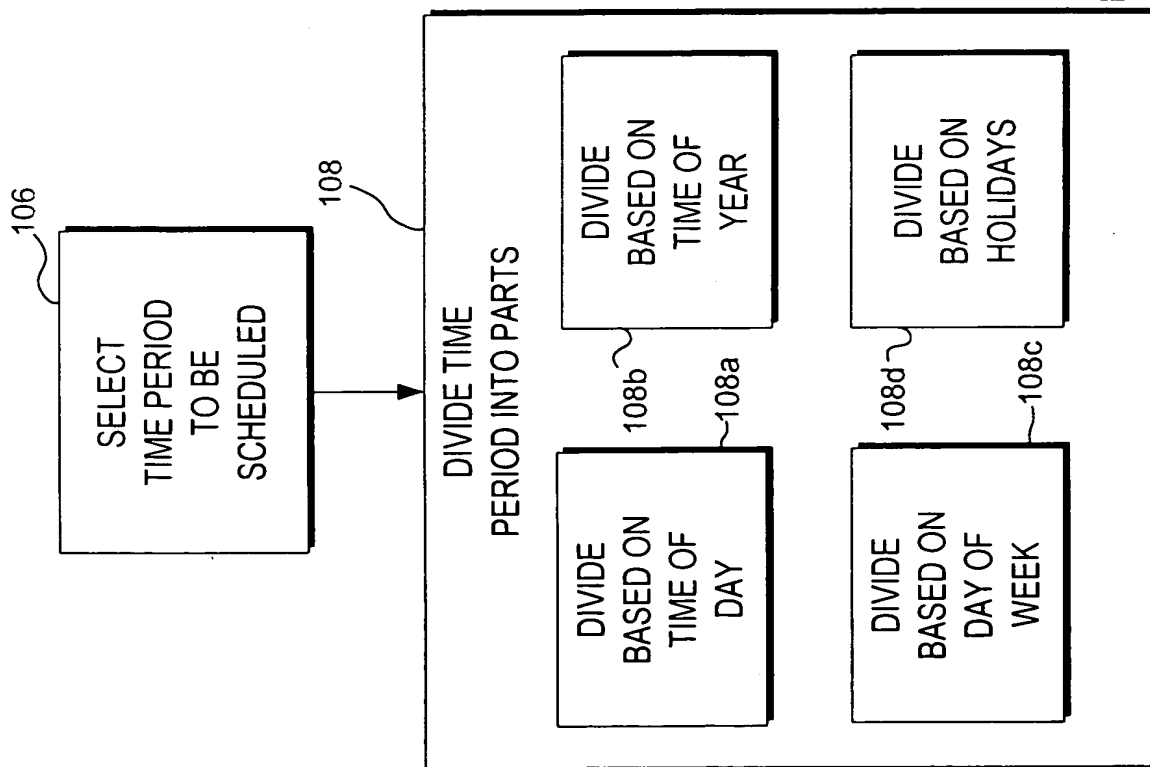


FIG. 5a

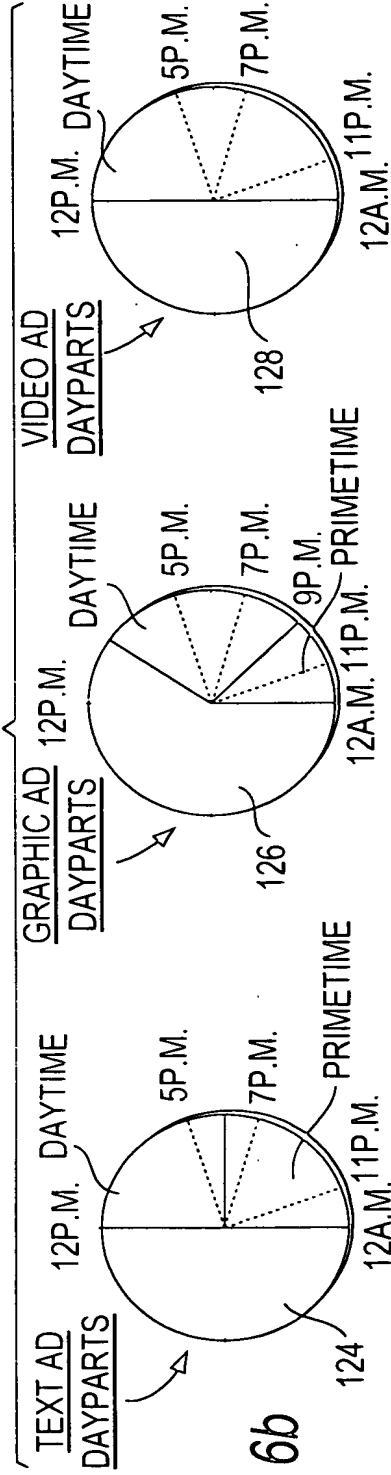


FIG. 6b

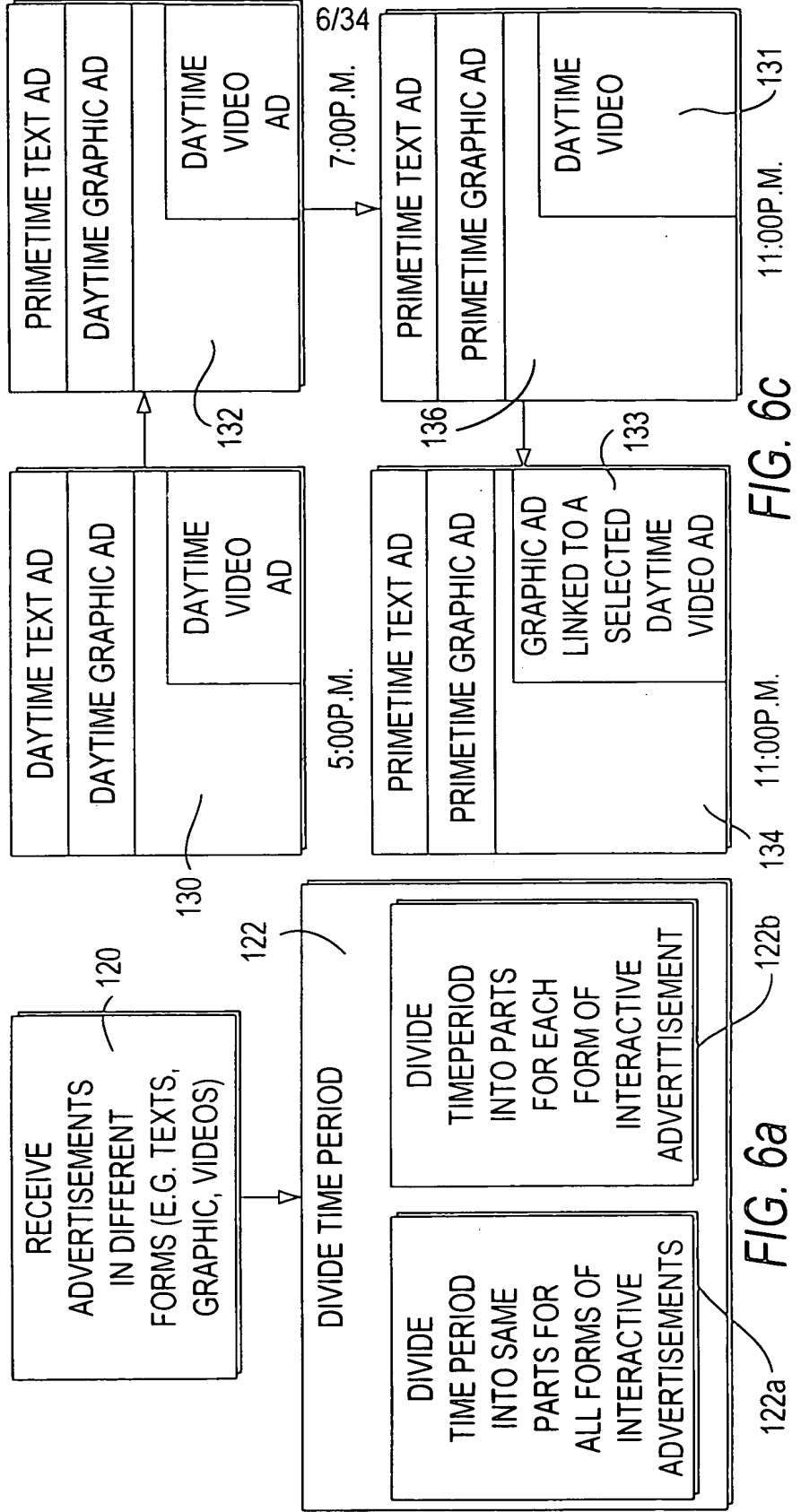
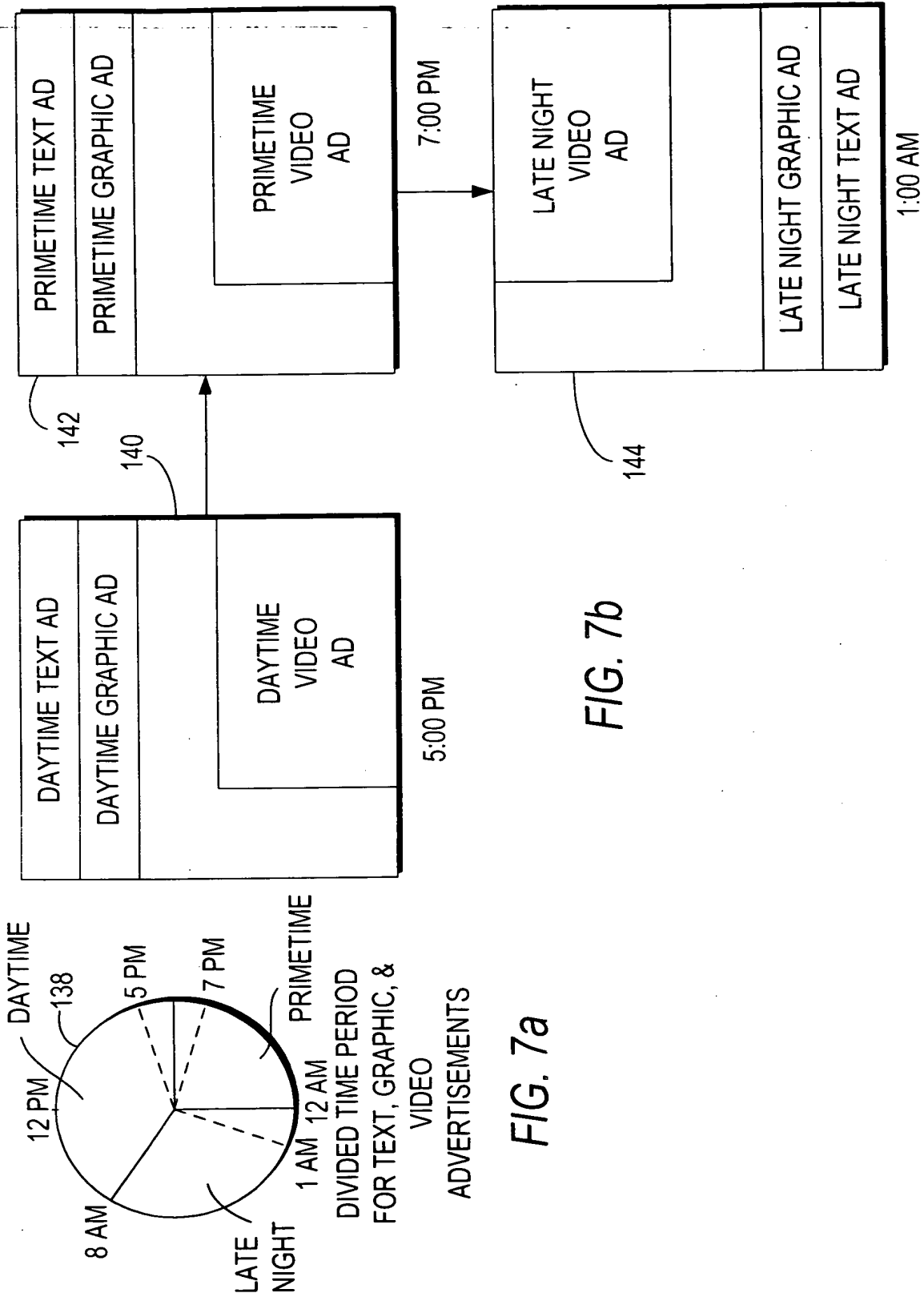


FIG. 6a

FIG. 6c

7/34



8/34

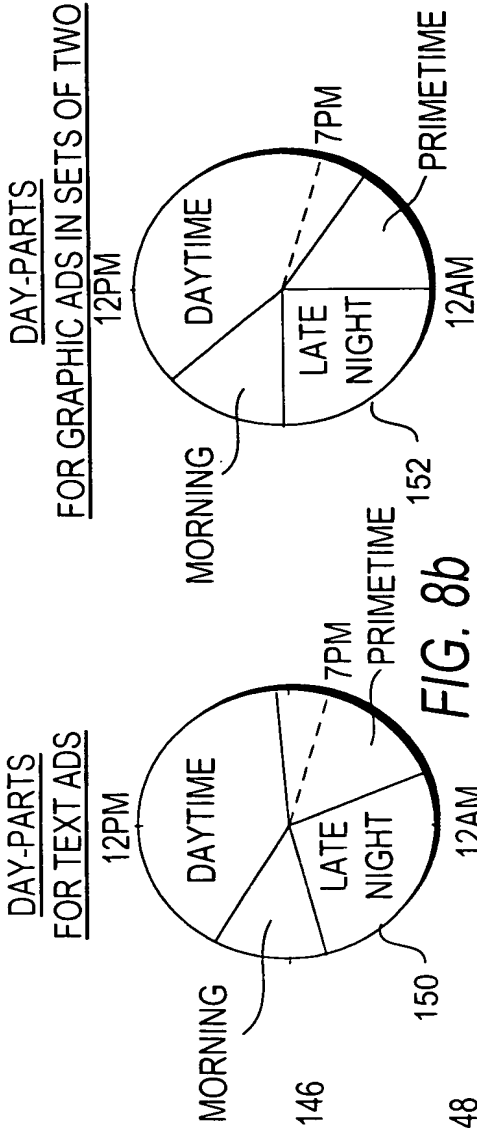
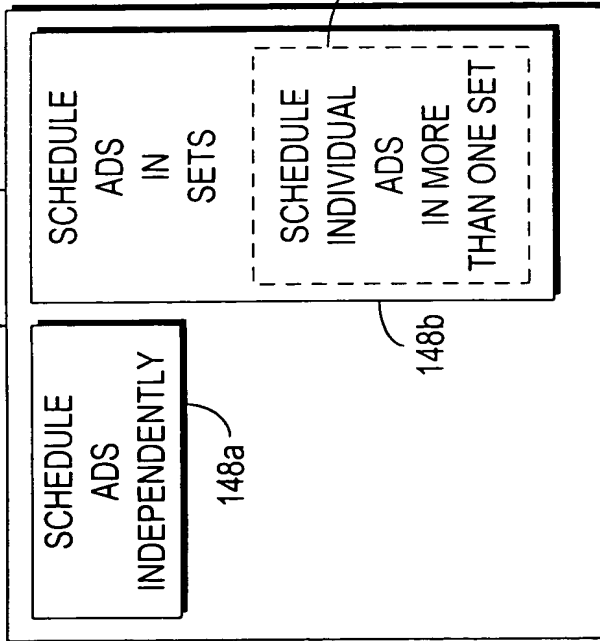


FIG. 8b

RECEIVE
 INTERACTIVE
 ADVERTISEMENTS

148



148a

148b

148c

154

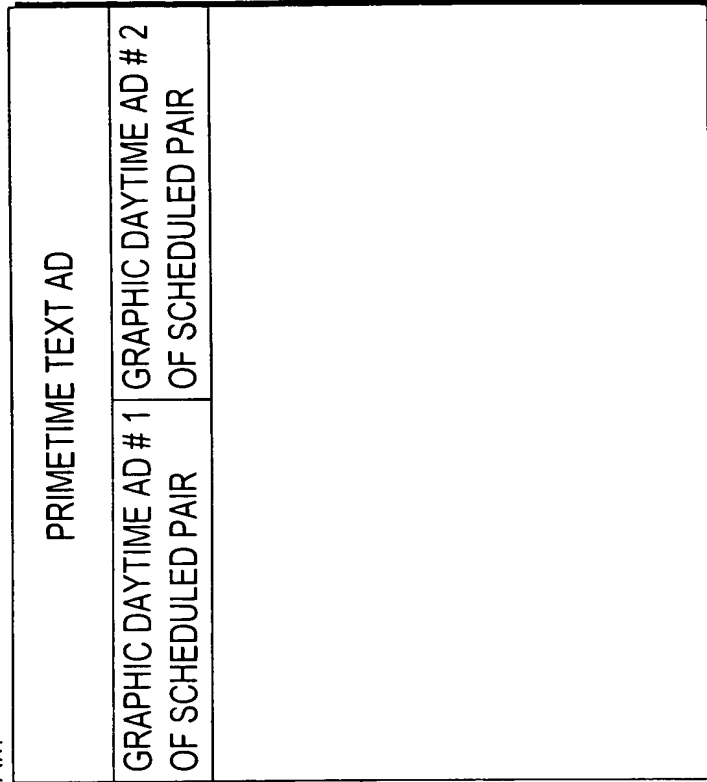


FIG. 8c

FIG. 8a

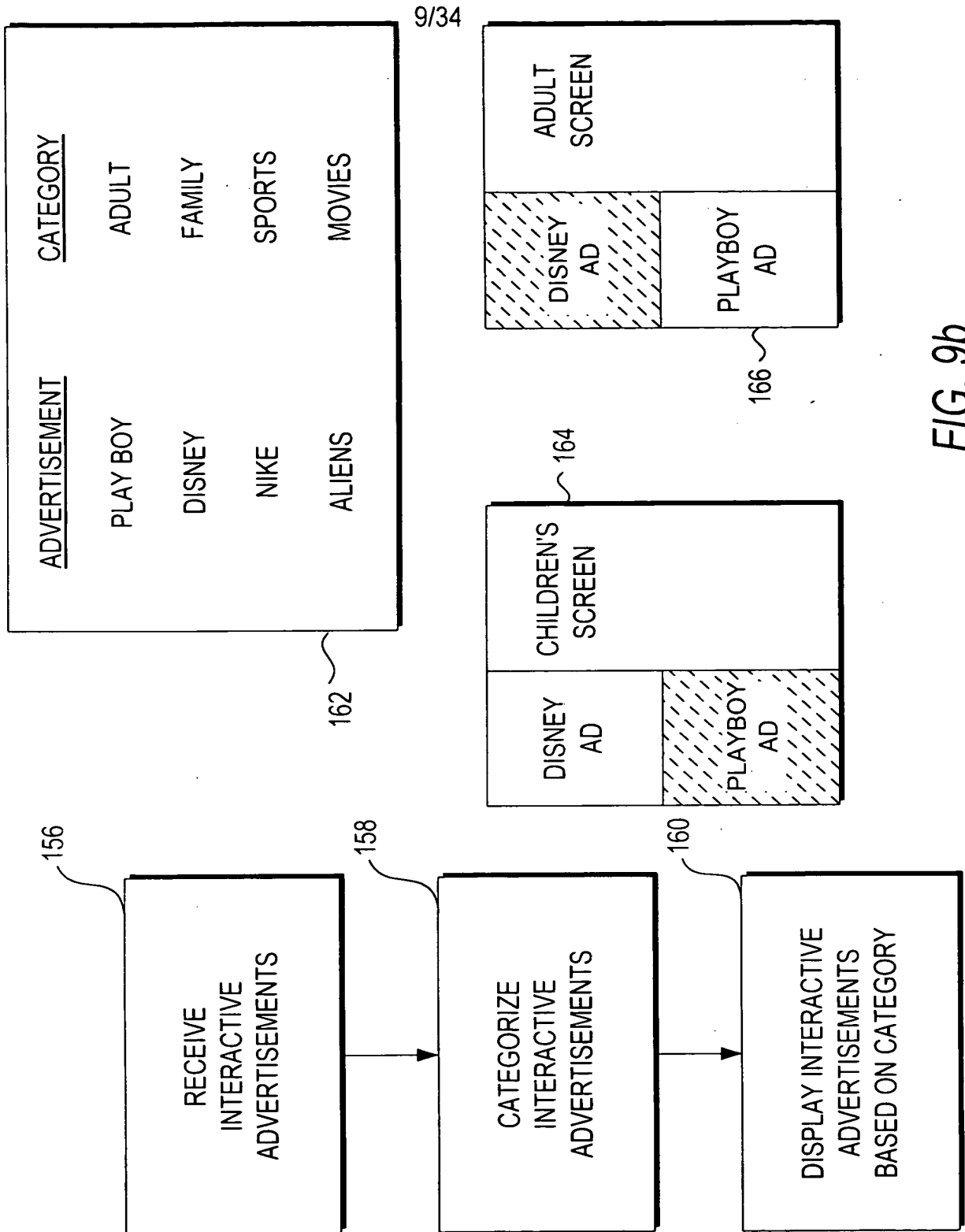


FIG. 9a

FIG. 9b

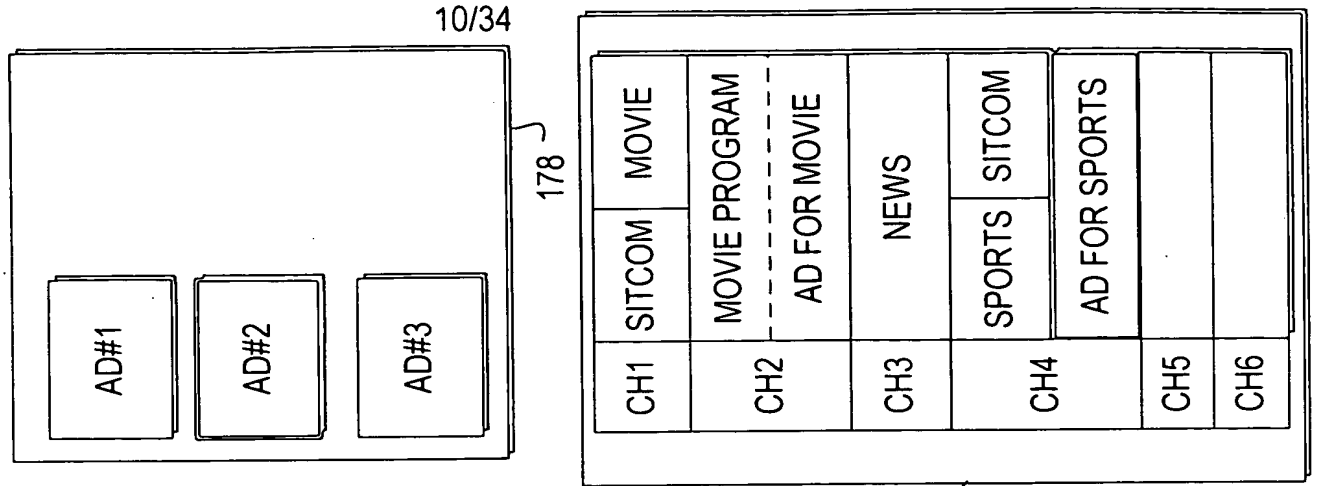


FIG. 10b

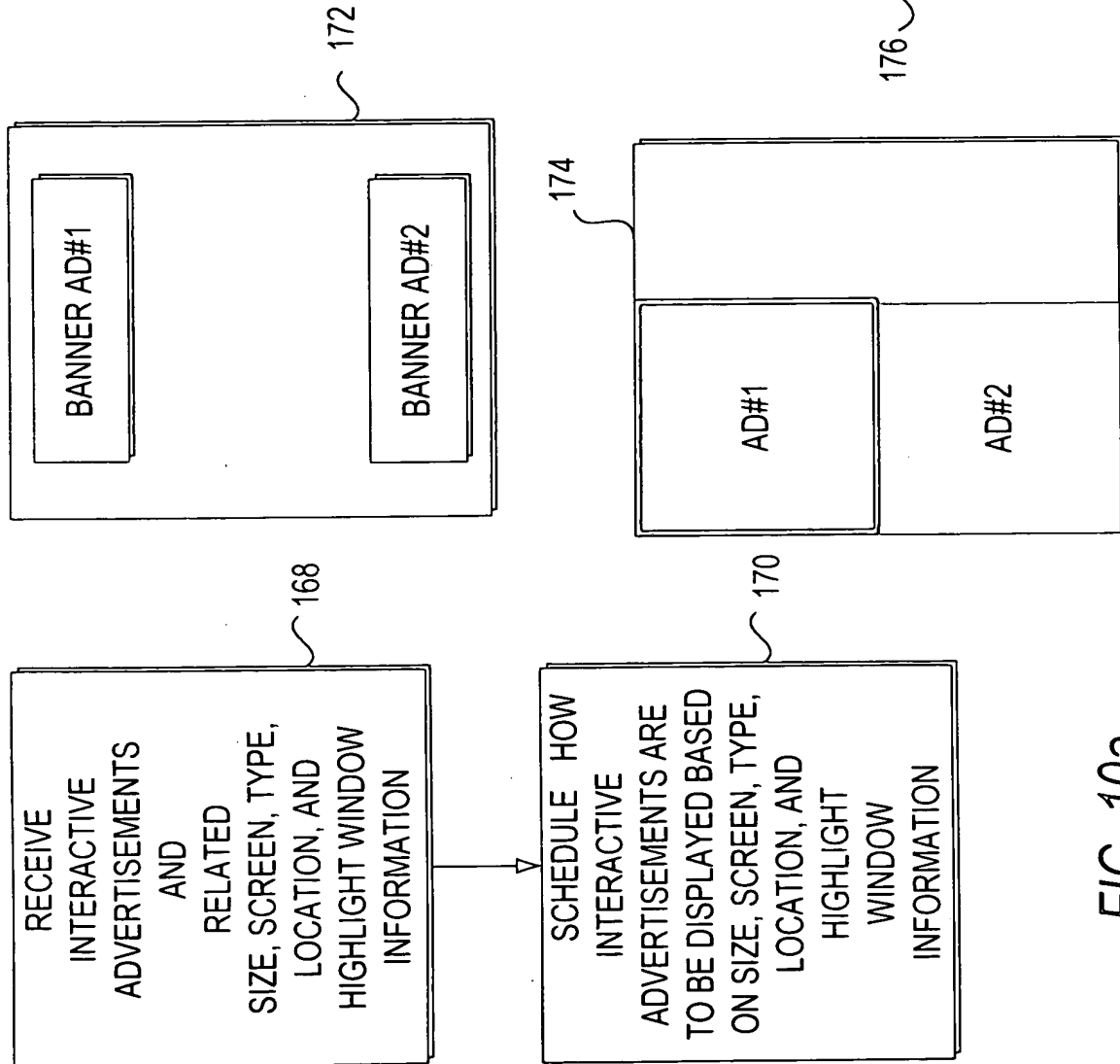
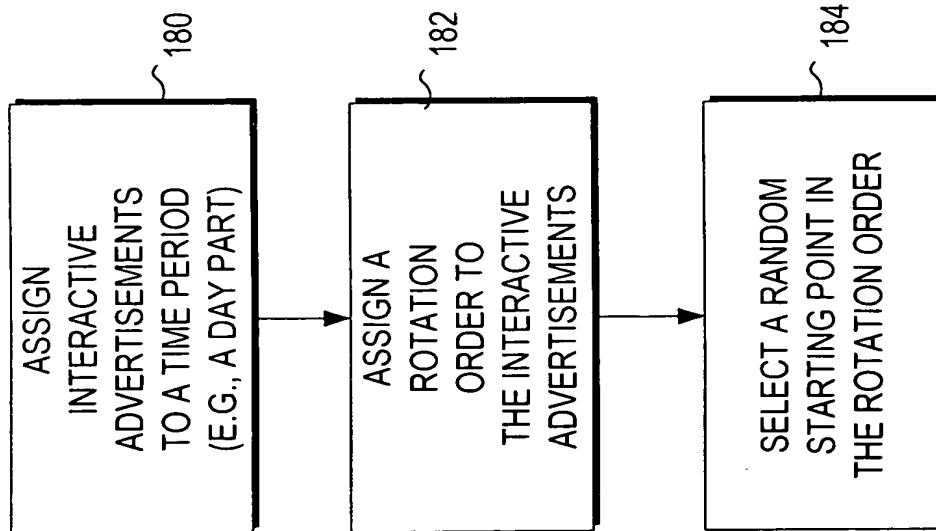
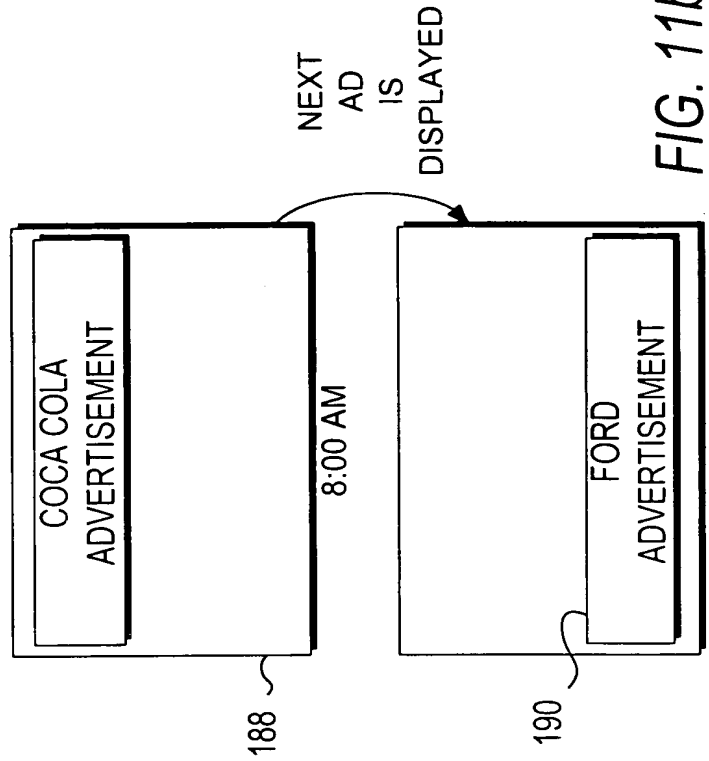
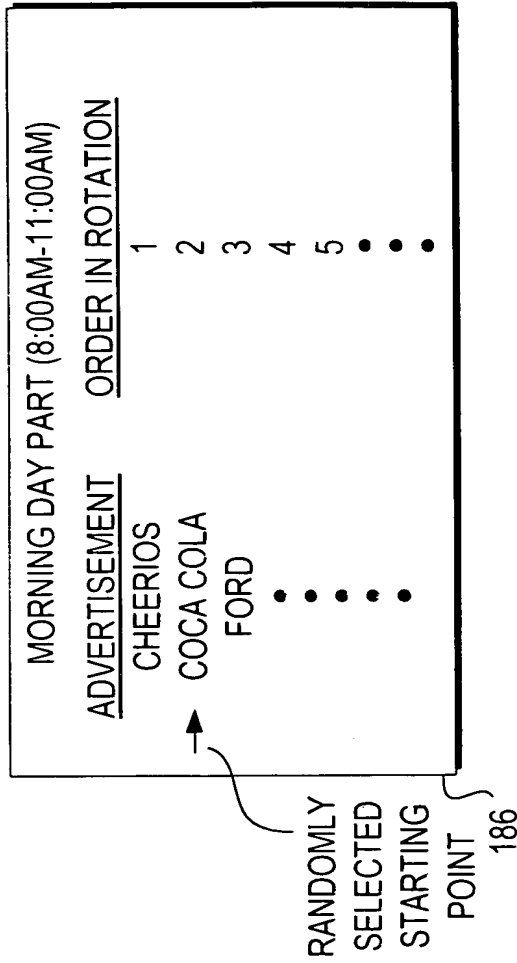


FIG. 10a



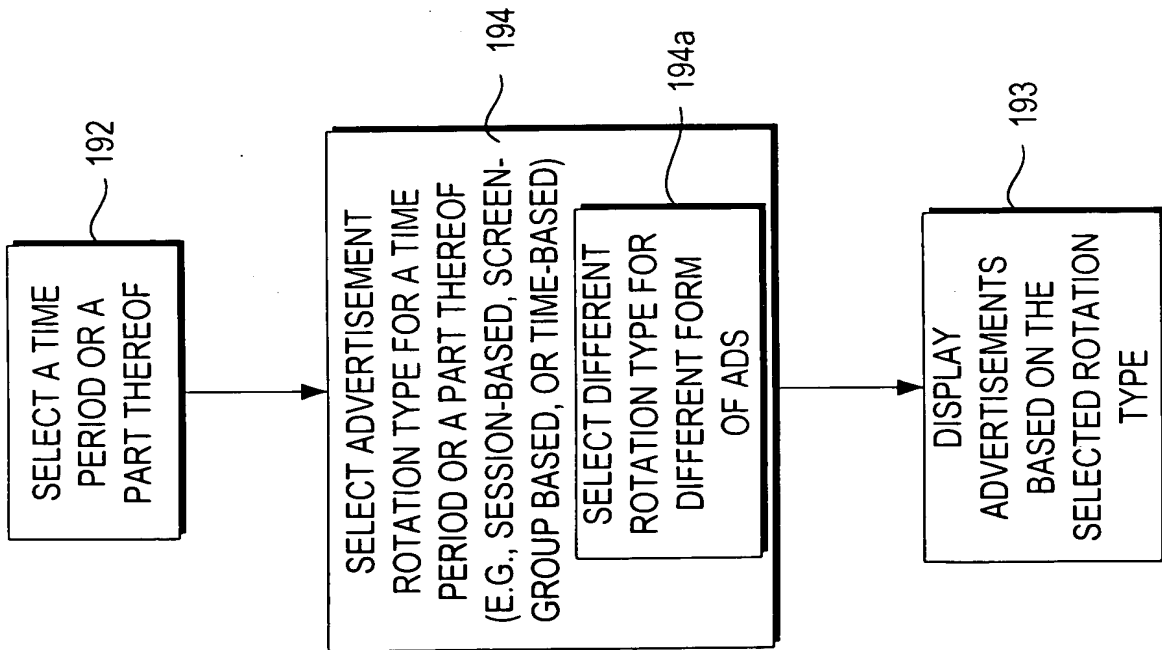


FIG. 12a

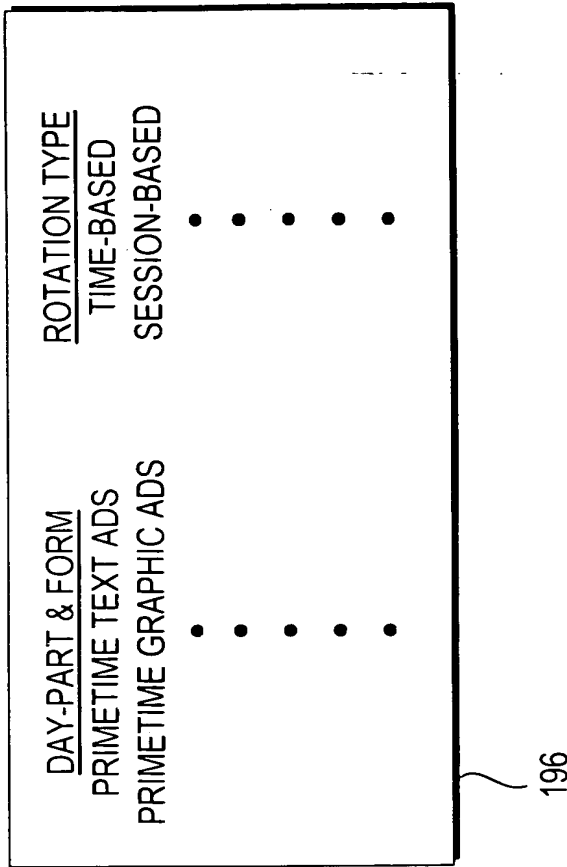
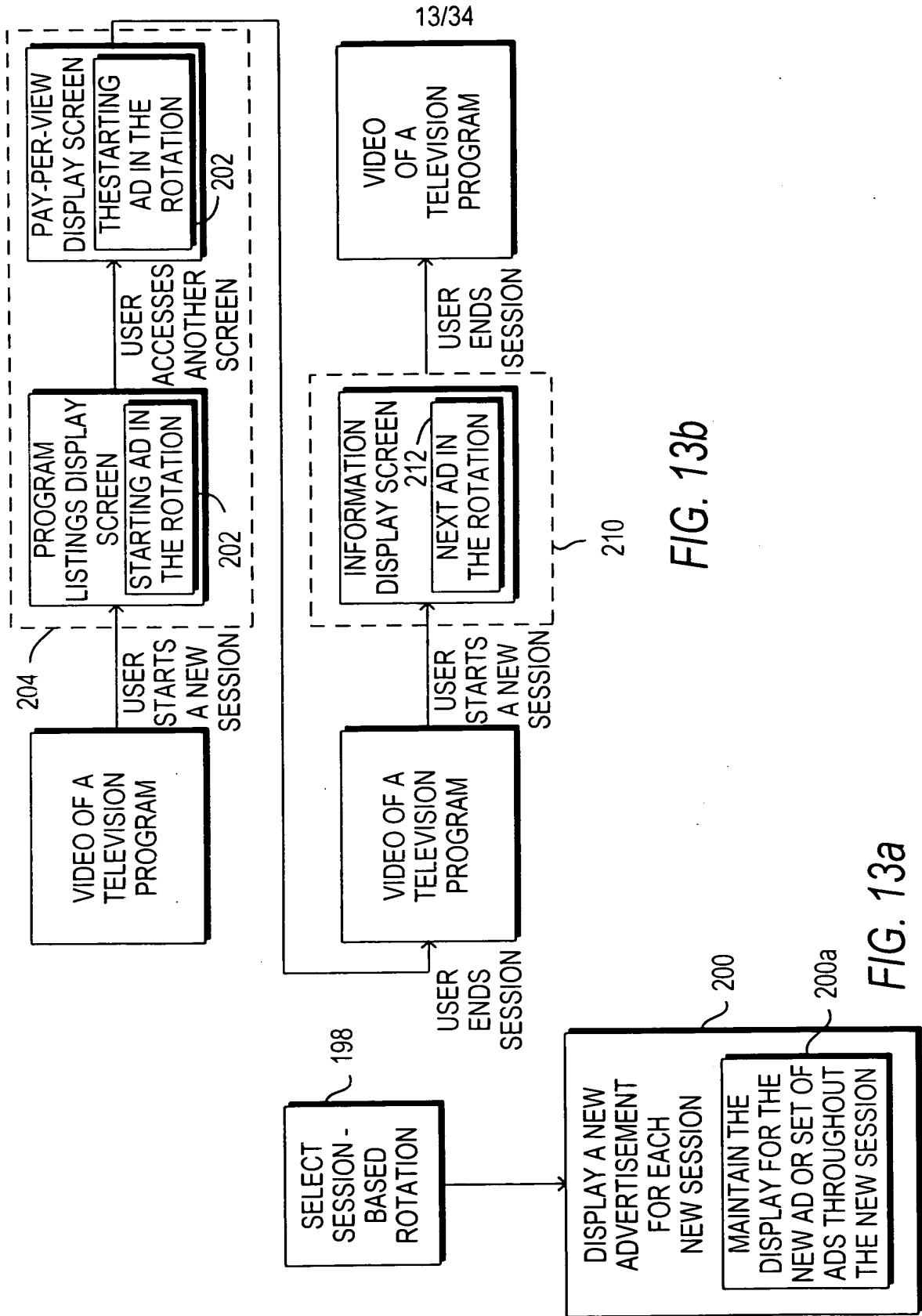


FIG. 12b



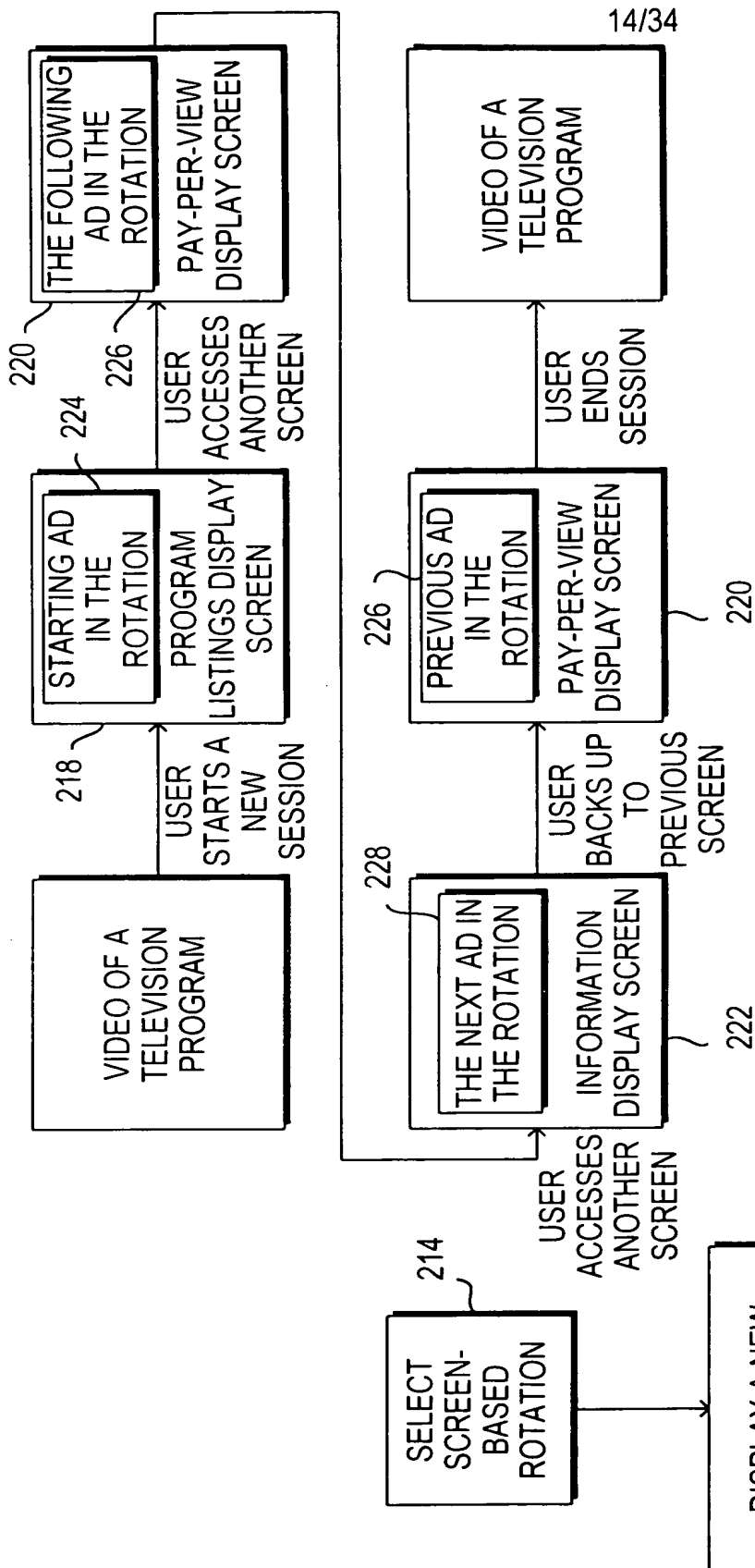


FIG. 14b

FIG. 14a

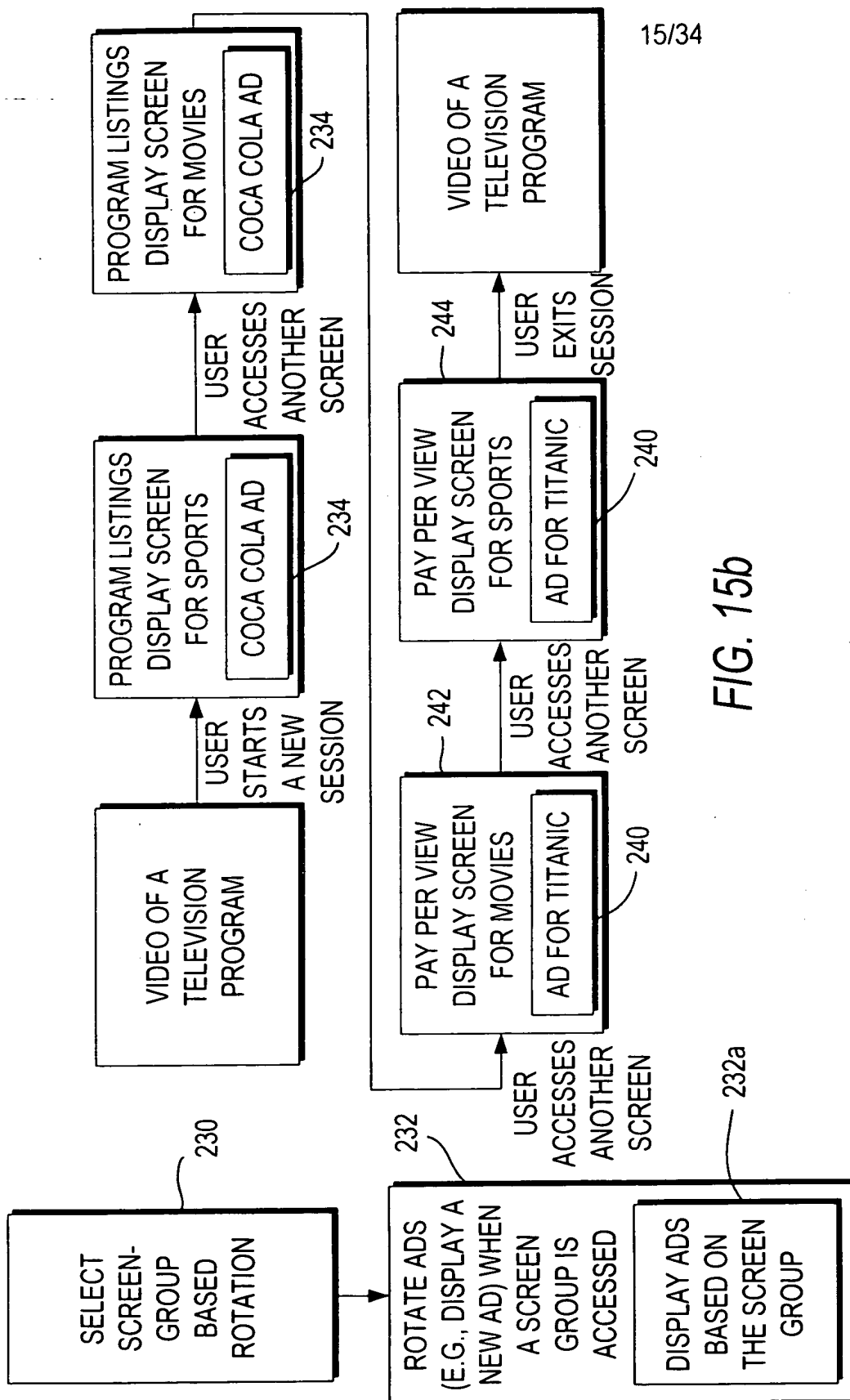


FIG. 15a

FIG. 15b

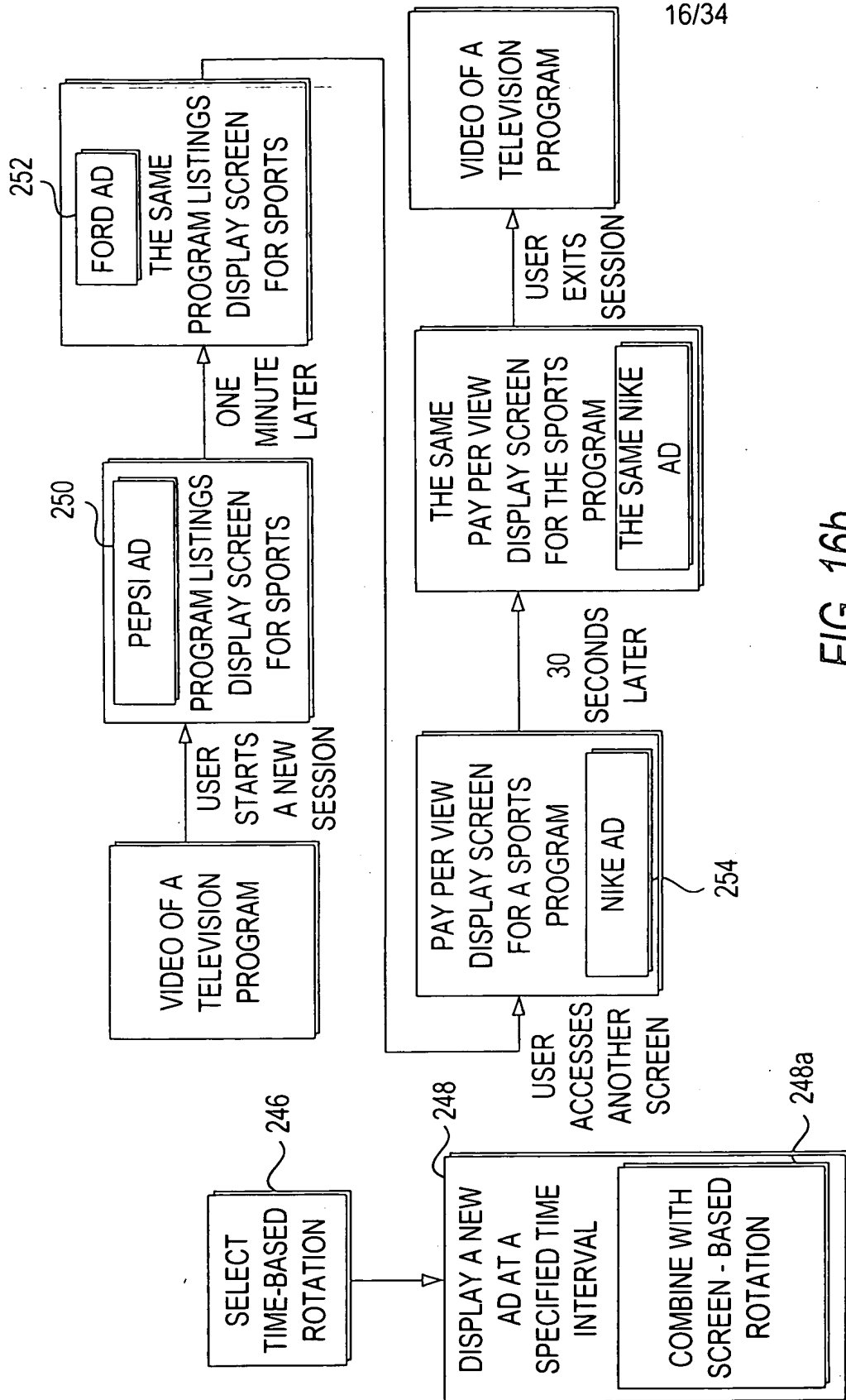


FIG. 16a

FIG. 16b

17/34

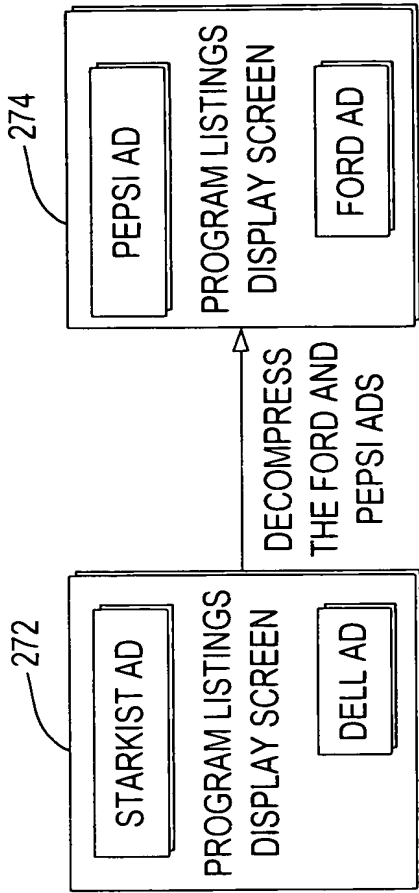


FIG. 17b

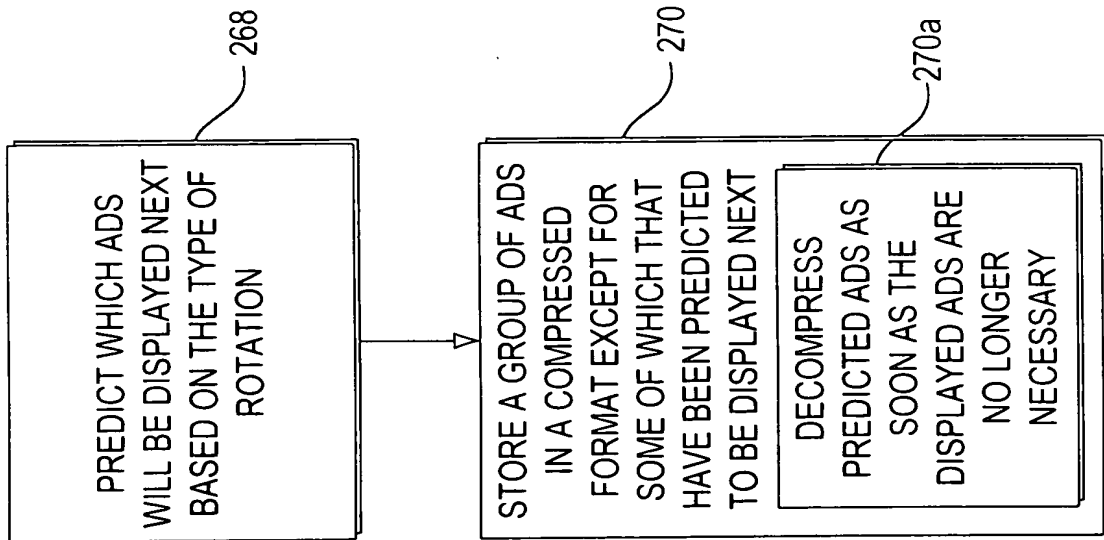


FIG. 17a

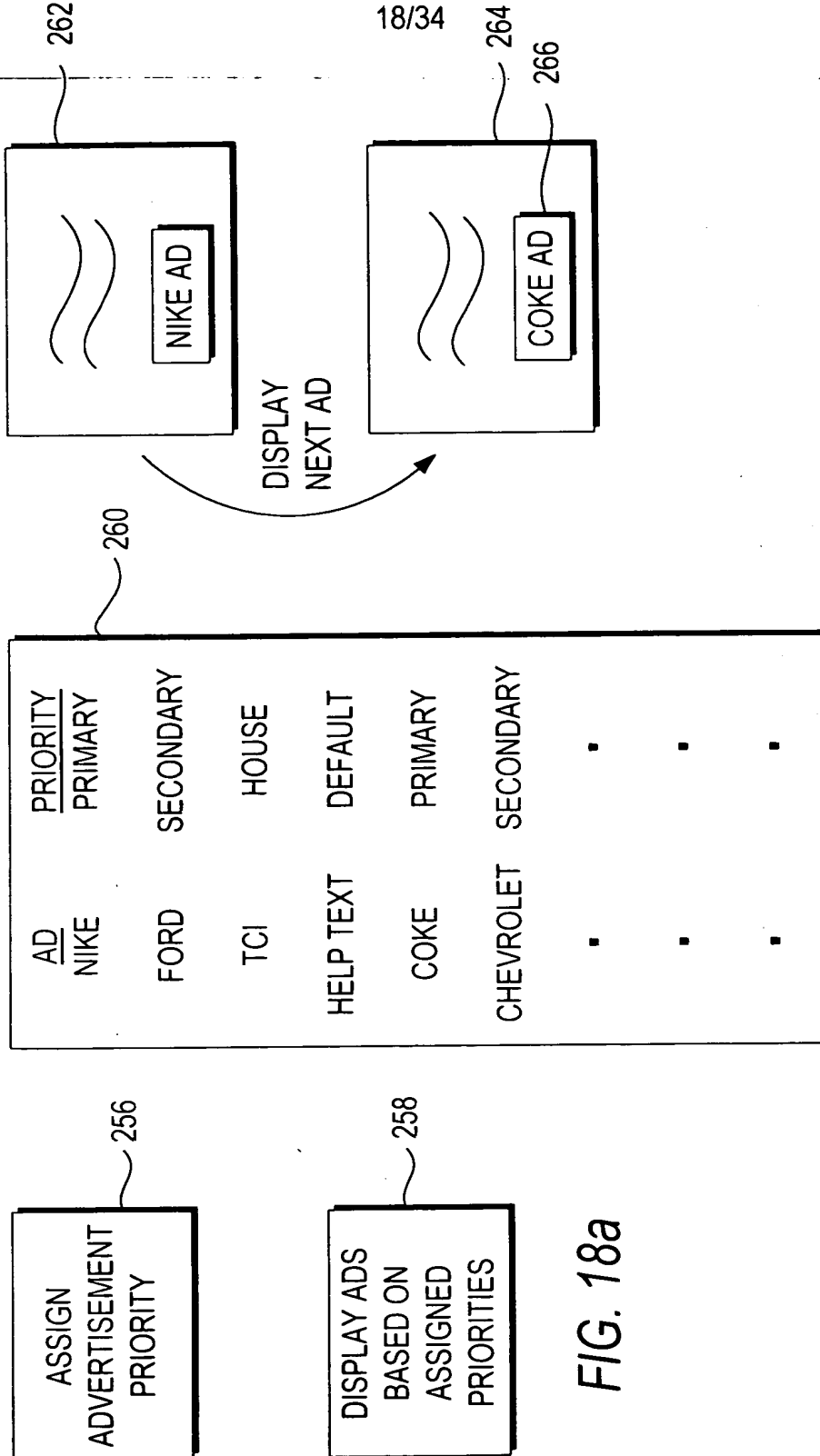
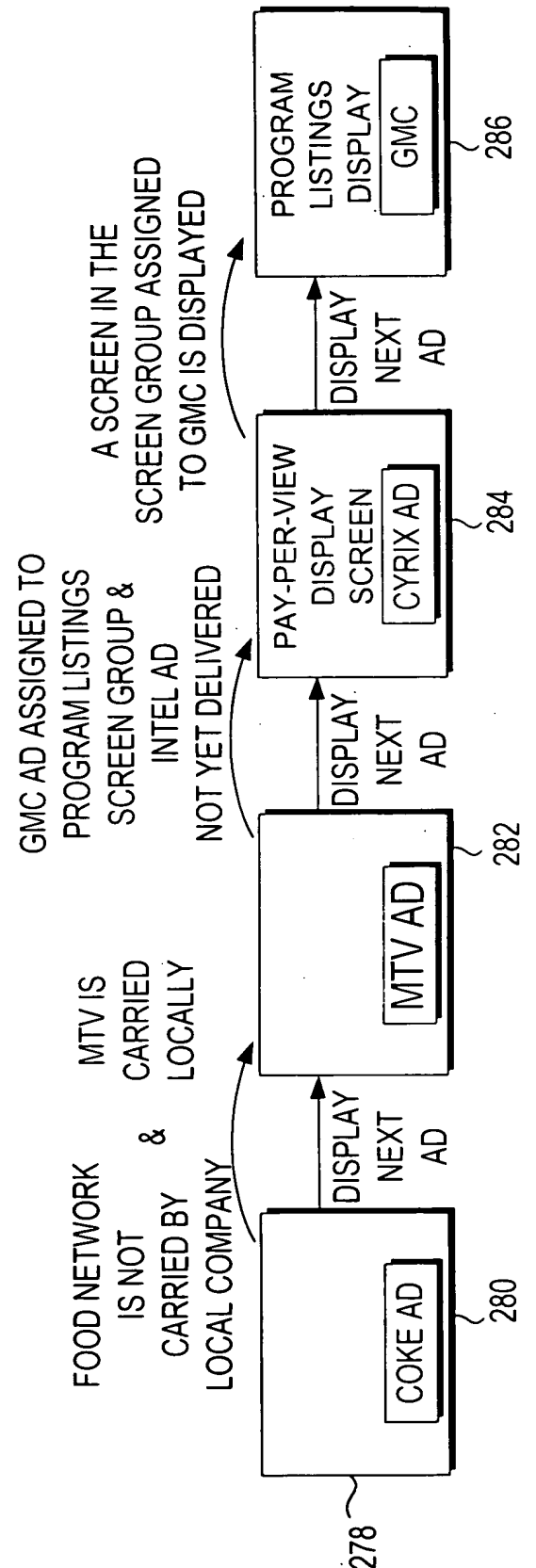


FIG. 18b

19/34

FIG. 19

<u>AD</u>	<u>RCVD</u>	<u>PRIORITY</u>	<u>SCREEN GROUP</u>
COKE	YES	PRIMARY	276
FOOD NETWORK	YES	PRIMARY	
MTV	YES	PRIMARY	
INTEL	NO	PRIMARY	
CYRIX	YES	SECONDARY	
GMC	YES	PRIMARY	
			PROGRAM LISTINGS



20/34

BONUS POOL			
<u>AD</u>	<u>BONUS SCREEN GROUP</u>		
PIZZA HUT	SETUP		
COKE	PAY PER VIEW		
.	.	.	.
.	.	.	.
.	.	.	.

<u>AD</u>	<u>RCVD</u>	<u>PRIORITY</u>	<u>SCREEN GROUP</u>
COKE	YES	PRIMARY	PROGRAM LISTINGS
FORD	YES	PRIMARY	PAY PER VIEW
MTV	NO	SECONDARY	
TCI	YES	HOUSE	
HELP TEXT	YES	DEFAULT	

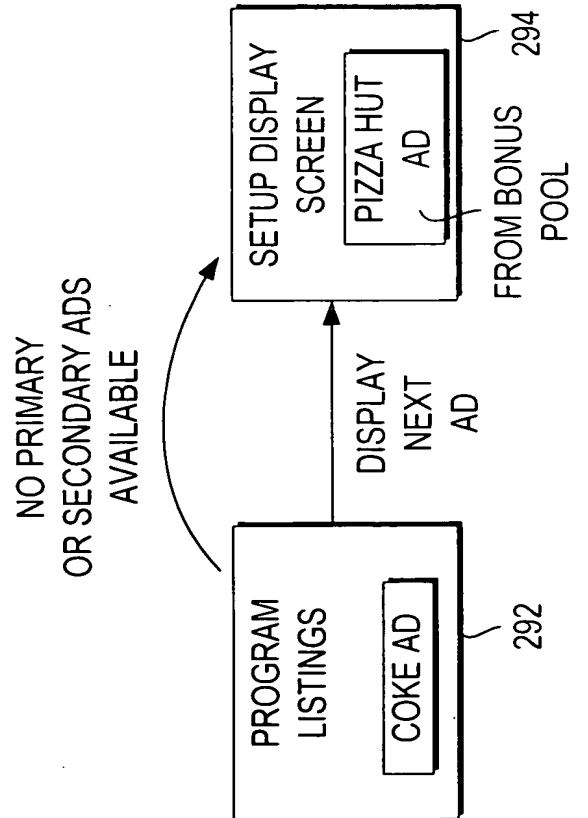


FIG.20

21/34

<u>AD</u>	<u>RCVD</u>	<u>PRIORITY</u>	<u>SCREEN GROUP</u>	<u>DAY PART</u>	<u>CATEGORY</u>
COKE	YES	PRIMARY		MORNING	
AMTRAK	YES	SECONDARY		PRIMETIME	
TCI	YES	HOUSE	NA	DNA	NA
DISNEY	YES	PRIMARY		MORNING	FAMILY

MORNING DAY PART

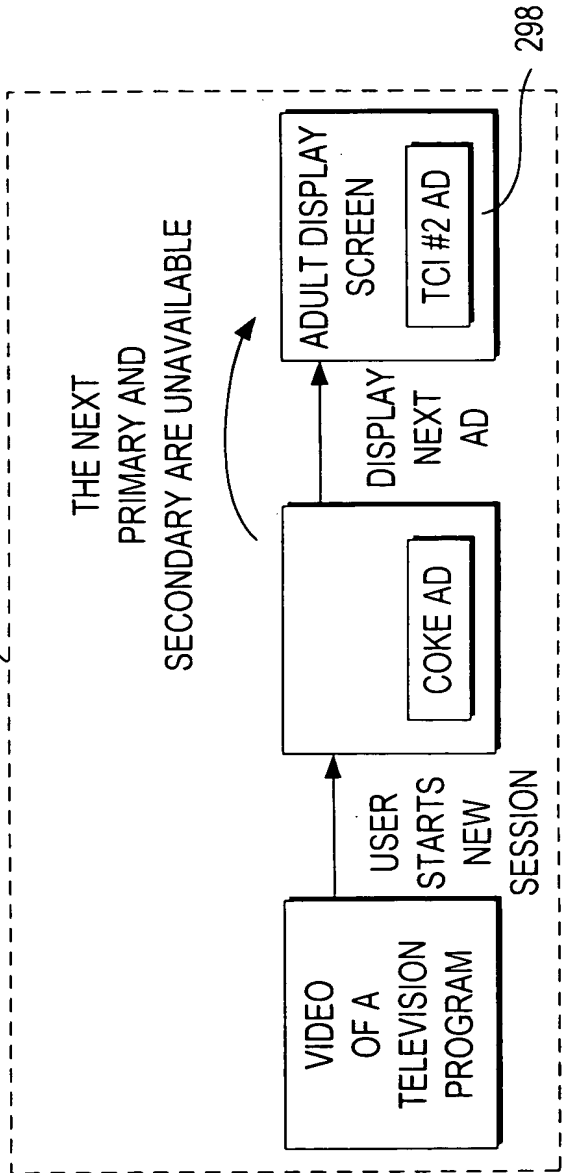


FIG. 21

22/34

<u>AD</u>	<u>RCVD</u>	<u>PRIORITY</u>	<u>DAY PART</u>
COKE	NO	PRIMARY	MORNING
HELP TXT	YES	DEFAULT	DNA
GM	YES	PRIMARY	PRIMETIME
AVAILABLE	YES	DEFAULT	DNA

300

MORNING DAYPART

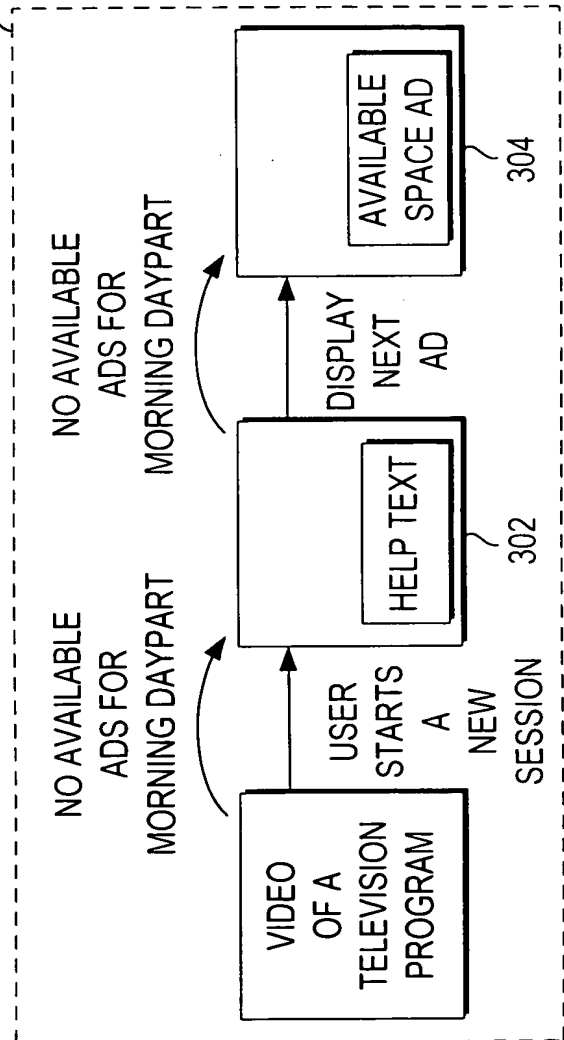


FIG. 22

23/34

SCHEDULE COKE AD TO AIR BASED ON A SINGLE TIME ZONE

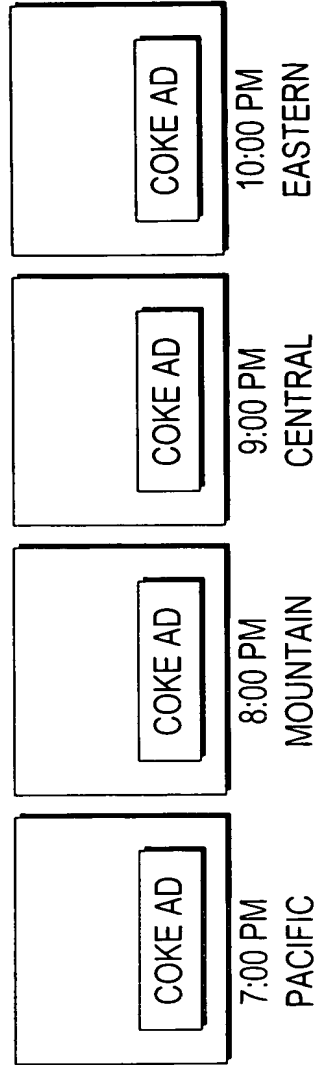


FIG. 23b

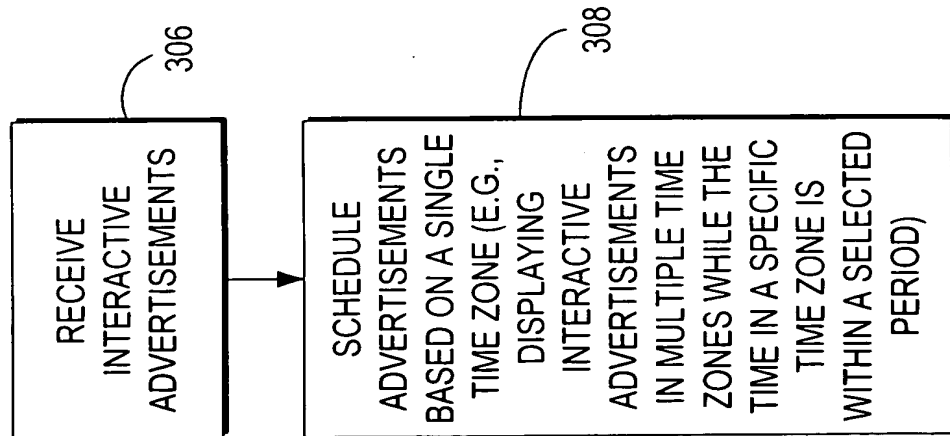


FIG. 23a

SCHEDULE COKE ADS TO AIR BASED ON
MULTIPLE BROADCAST FEEDS

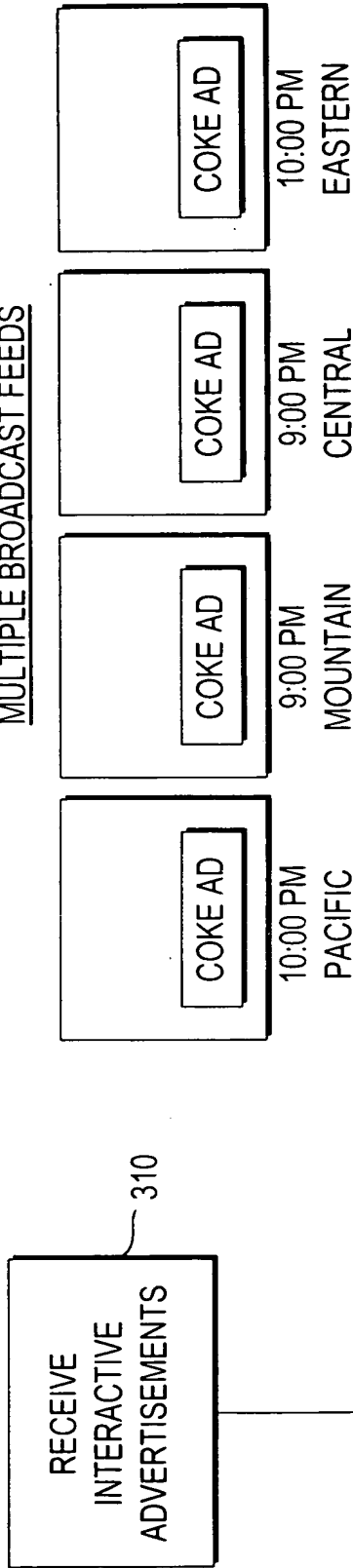


FIG. 24b

24/34

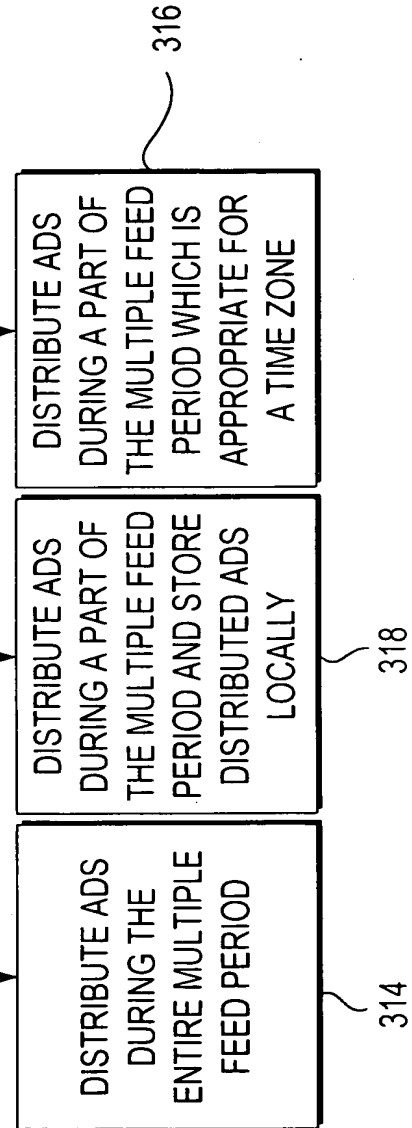


FIG. 24a

25/34

319

LOCAL CUSTOMIZATION DISPLAY SCREEN

☐ SET ORDER OF ROTATION

☐ INSERT LOCAL AD
IDENTIFY AD

☐ DELETE ADULT ADS

☐ DELETE CERTAIN NATIONAL ADS
IDENTIFY NATIONAL AD

FIG. 25

26/34

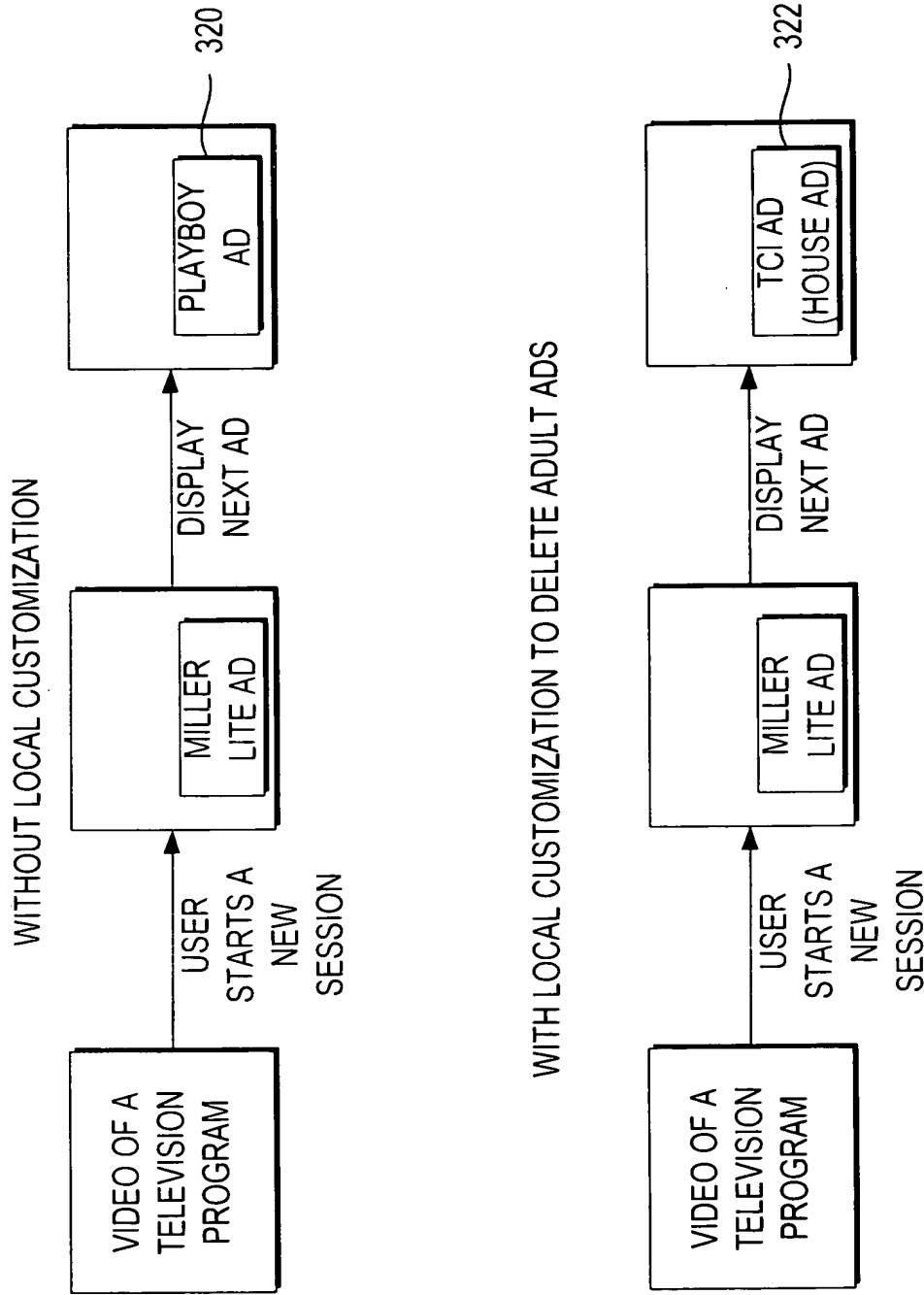


FIG. 26

27/34

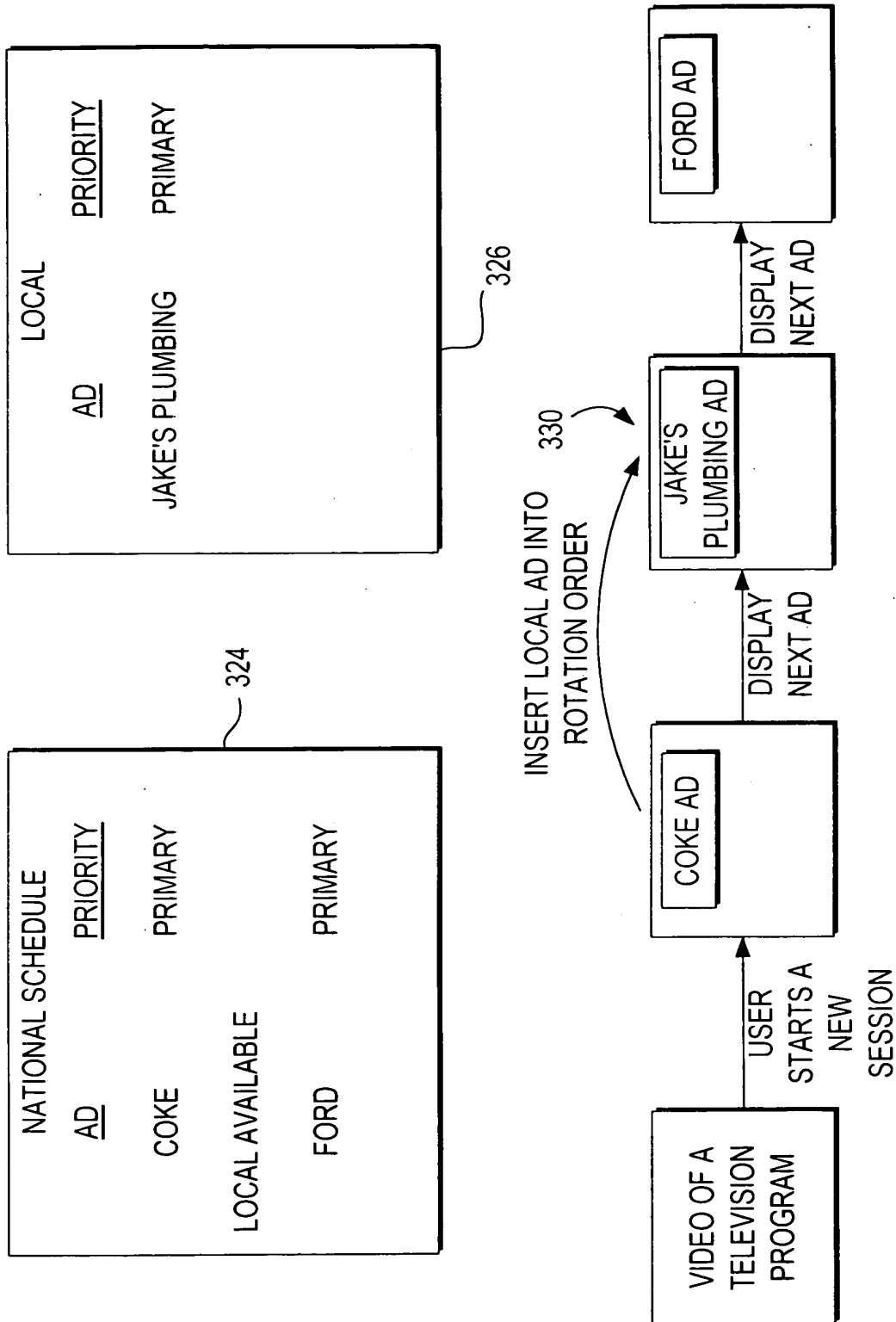


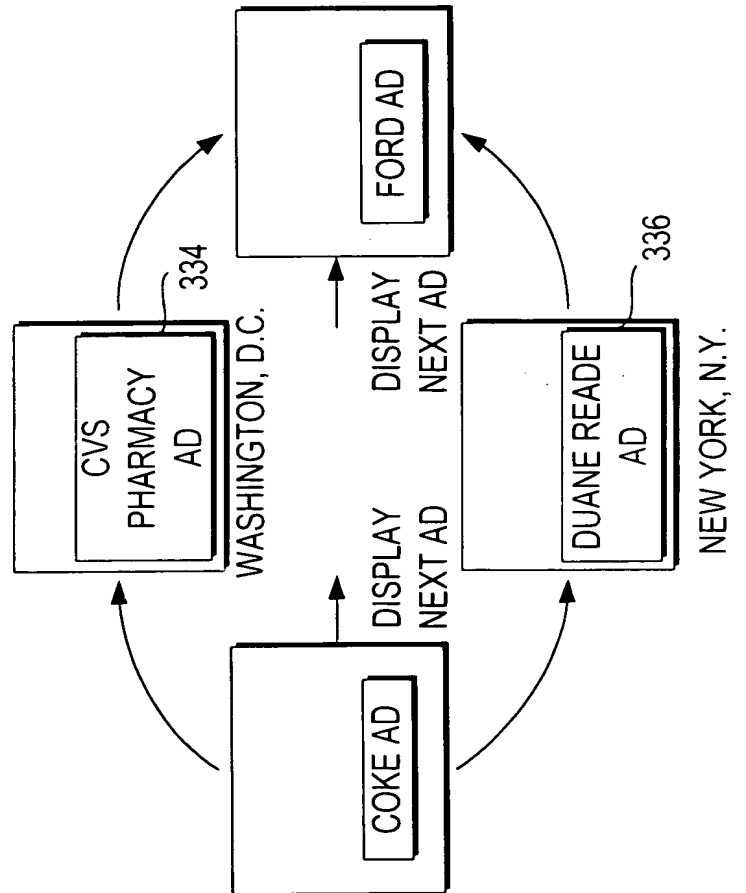
FIG. 27

28/34

<u>AD</u>	<u>PRIORITY</u>	<u>LOCATION</u>
COKE	PRIMARY	NATIONAL
CVS PHARMACY	PRIMARY	WASHINGTON, D.C.
DUANE READE	PRIMARY	NEW YORK, N.Y.
FORD	PRIMARY	NATIONAL

332

FIG. 28



29/34

MAIN COMPUTER			
<u>AD</u>	<u>PRIORITY</u>	<u>RCVD</u>	<u>LOCATION</u>
CHEVROLET	PRIMARY	YES	NATIONAL
COKE	PRIMARY	YES	NATIONAL
PEPSI	PRIMARY	YES	NATIONAL

338

LOCAL CUSTOMIZATION TO DELETE COKE ADS

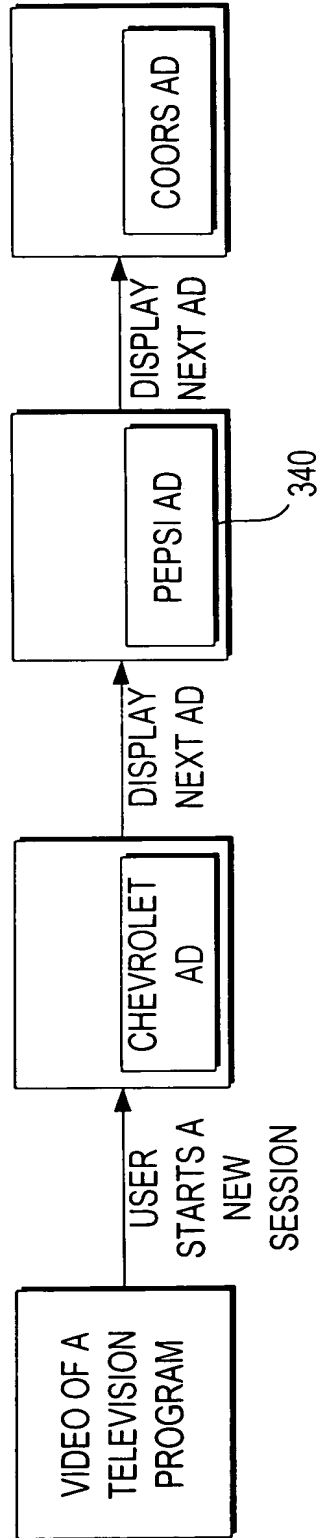
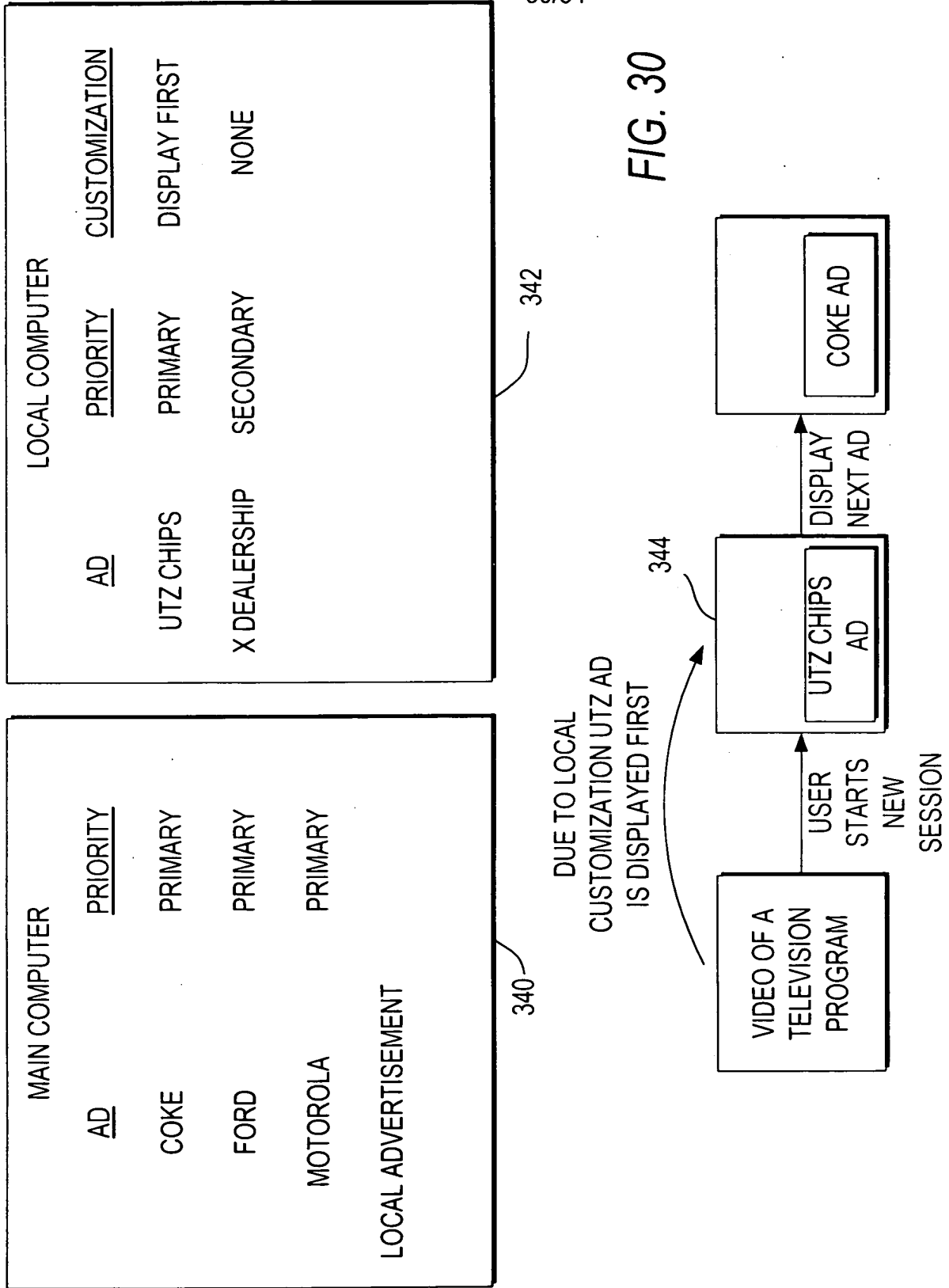


FIG. 29

30/34



31/34

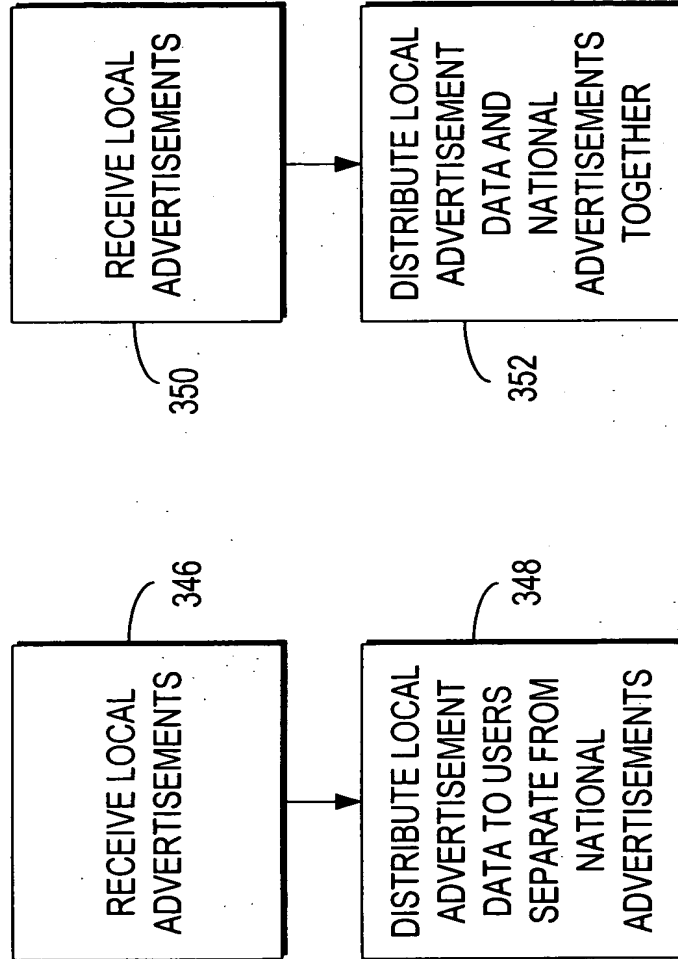


FIG. 31a

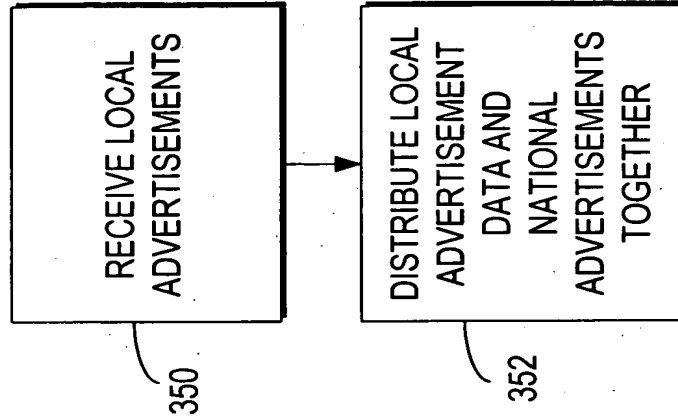


FIG. 31b

32/34

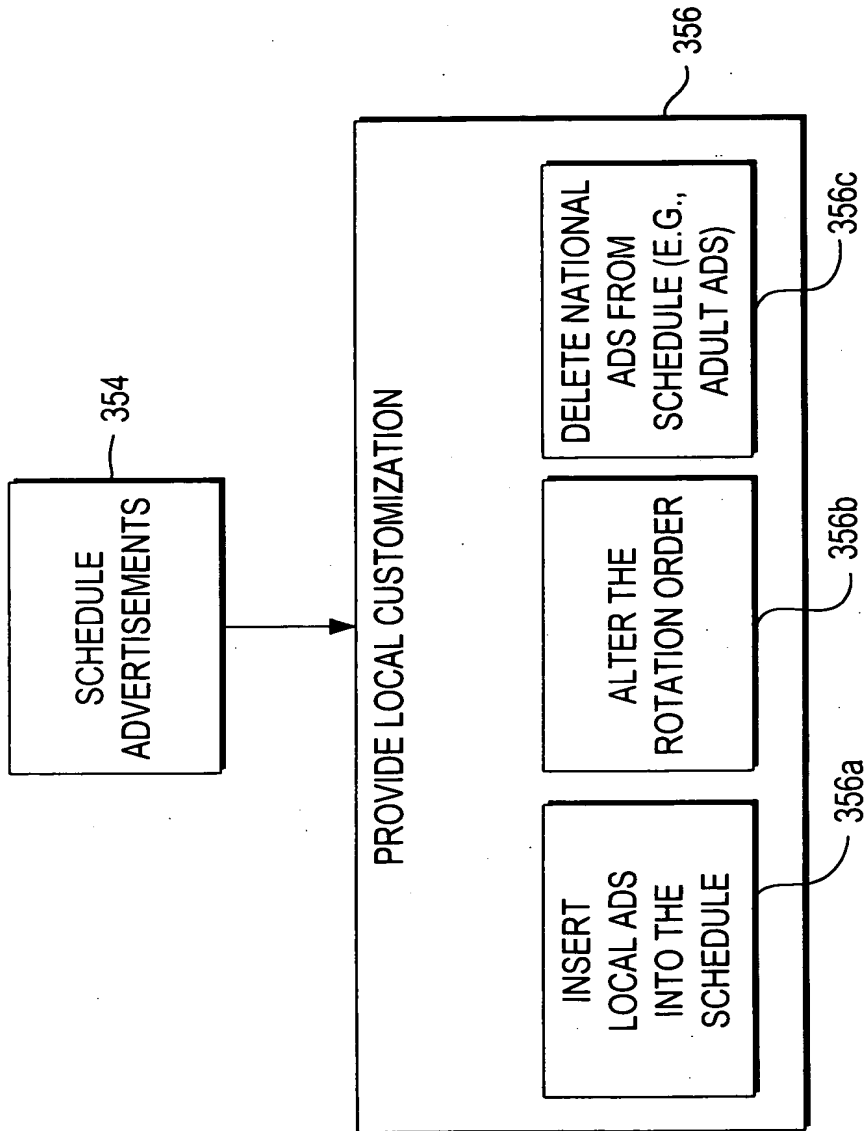


FIG. 32

33/34

FIG. 33b

AD

ORDER INFORMATION SUMMARY

PASTA-1 -MAY 17, 1999

PRIMARY
MORNING
SET UP SCREEN GROUP
TEXT
PANEL
1/8 SCREEN
TOP LOCATION ON SCREEN
BONUS
DO NOT SHOW IN ADULT SCREENS

OPTIONAL INFO.

OTHER PRICING FACTORS:

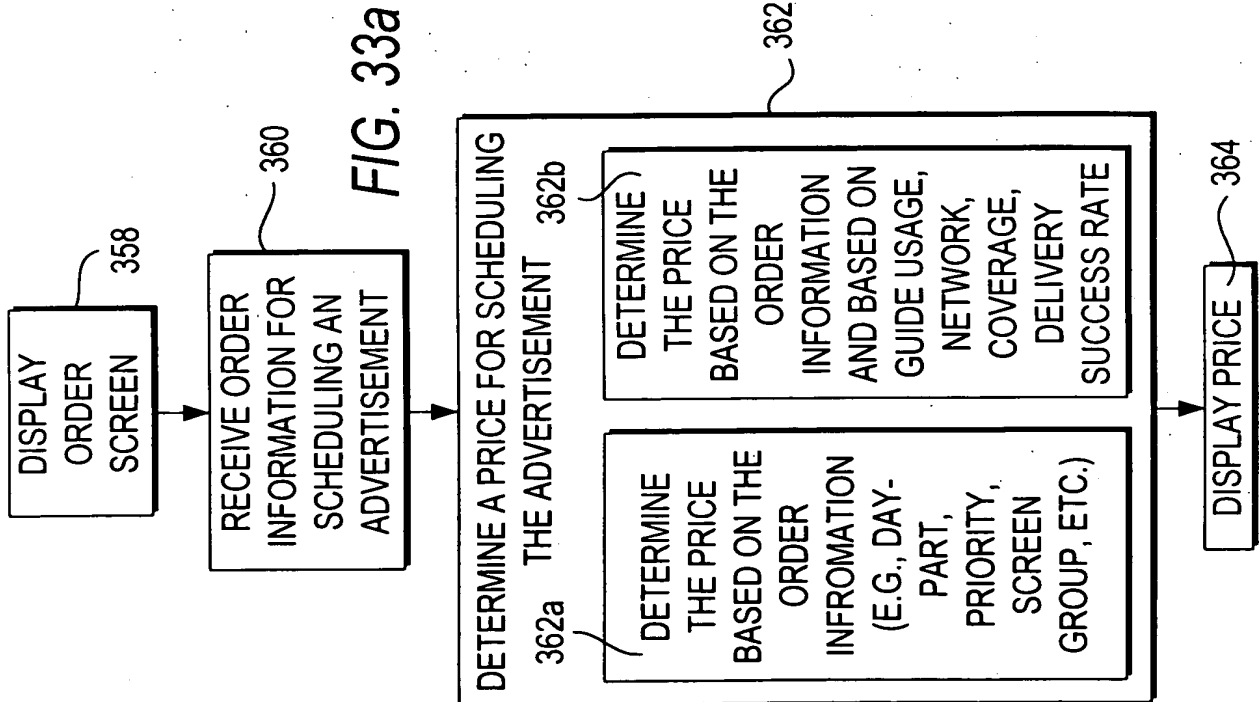
GUIDE USAGE
NETWORK COVERAGE
DELIVERY SUCCESS RATE

ESTIMATED
PRICE:
\$ yy.yy

BACK TO
ORDER
SCREEN

EITHER

PRICE:
\$ xxx.xx



34/34

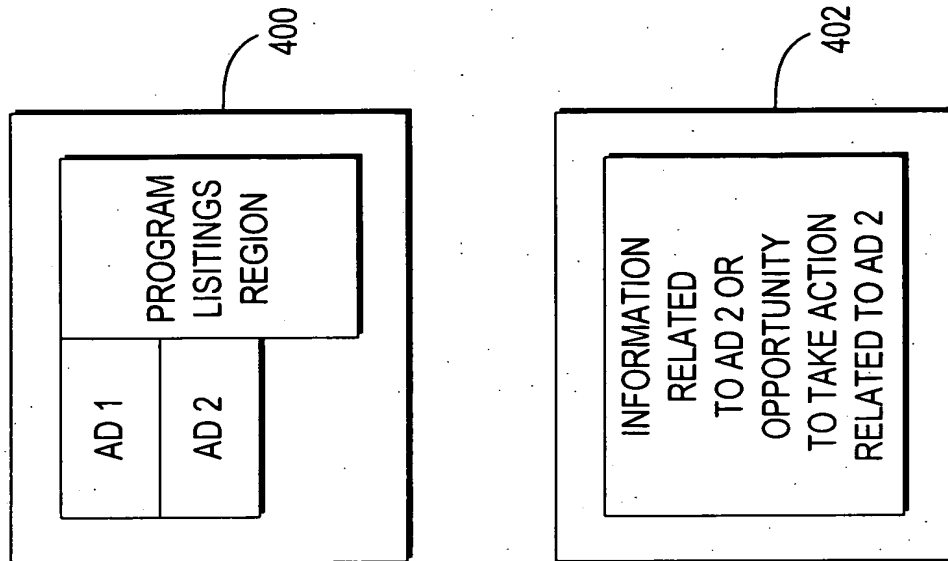


FIG. 34